

Electrical Merchandising

The Business Magazine of the Electrical Trade

Vol. 43, No. 6

Contents for June, 1930

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The New Spirit.....	by L. E. Moffatt	45
Complete.....		46
A Utility Policy That Opened Range Markets.....	by Laurence Wray	48
Radio—Second in Volume.....	by William J. Geiger	52
We Can Sell Even More Refrigerators.....	by T. E. Roach	54
Washers and Cleaners Always Important.....	by E. L. Hinchcliff	56
Double the Outlets and Triple the Revenue.....	by Victor W. Hartley	58
Opening the Discussion.....		60
Giving the Contractor-Dealer Elbow Room.....		63
Getting Back Home Laundry Business.....	by William M. Emery	64
He Gets the Jump on the Big Fellows.....		66
6,000,000 in 15 Years—the Water Heating Goal.....	by Norman T. Wilcox	68
Now—We Can Merchandise the Water Heater.....	by H. L. Frost	69
"I'll Think it Over," Says the Small Town.....	by C. A. Nash	70
Group Contracts.....		72
Why We Should be Interested in Health Devices.....	by E. A. Edkins	74
Reducing the Cost of Load-Building by Through-the-Dealer Plan.....	by Clotilde Grunsky	76
Fresh Air in the Kitchen—And the Family Eats at Home.....		79
The Breaking Point.....		80
Seeing is Believing.....		86
Why We Believe in Campaigns.....	by Clarence L. Law	88
The Home Service of the Future.....	by Ada Bessie Swann	90
The Farmer Uses 10 Per Cent More.....	by T. F. Blackburn	92
New Merchandise.....		94
Firing Line News.....		99

L. E. MOFFATT

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INDEX

For those especially interested in any of the following electrical devices, turn to the pages indicated:

Ranges	46-7, 48-9, 50-1, 60-1-2, 72-3, 87, 92, 99
Washers.....	46-7, 56-7, 64-5, 72-3, 92
Ironers	46-7, 64-5, 72-3
Cleaners.....	46-7, 56-7, 72-3, 92
Refrigerators,	46-7, 54-5, 62, 70-1, 86, 92, 93
Radio.....	46-7, 52-3, 66, 92
Heating Appliances,	46-7, 57, 88-9, 92, 102
Clocks.....	46-7, 52, 57
Ventilating Fans.....	46-7, 79
Oil Burners	46-7
Water Heaters.....	46-7, 68-9, 92
Portable Lamps	46
Health Appliances	74-5
Floor Polishers.....	46-7, 57
Dish Washers	46-7, 57

Next Month

For those people who are not able to run out to California for the N.E.L.A. Convention, the July issue of ELECTRICAL MERCHANDISING will cover it for them.

For, as is customary, we will report the activities of the committees in the Commercial Section, as well as a general review of convention activities. Outstanding events will be given due prominence; matters of lesser note will have their place. It will be complete, authoritative, informative.

BOSCH RADIO

EACH year demonstrates Bosch Engineering is advanced and sound—that precision manufacture is a fact, not a claim—that Bosch prices are attractive to the customer; profitable to the dealer. The year just passed thoroughly demonstrated Bosch Stability and that Bosch Policies safeguarded the profits of distributors and dealers alike. There were no frozen inventories. The new line presents advanced engineering, richer cabinets, more attractive price range covering volume business models to de luxe models. Consider the customer appeal of these sales features: Complete selectivity of *both* high and low wave lengths; efficient performance on antenna from 5 to 100 feet; eight tubes—four are screen-grid; push-pull amplification; five tuning condensers; single tuning control. Nine tube de luxe models to attract the upper fringe market, with five screen-grid tubes, full automatic volume control; tuning meter; speaker mute; tone control from treble to bass; local and distance antenna switch; bigger speaker. Motor Car Models—Motor Boat Models. A price range of \$144.50, \$159.50, \$195.00, \$250.00. See Bosch Radio at Atlantic City, Booths B-31-32 or write for the details.

Bosch Radio is licensed under patents and applications of R. C. A., R. F. L. and Lektophone. Prices slightly higher West of Rockies and in Canada.

Model A—A delightfully pleasing open console most beautifully proportioned with highly patterned woods. It stands 39 $\frac{1}{4}$ " high, is 26" wide, and 12 $\frac{1}{8}$ " deep. Built into the cabinet is the Bosch Radio 8 tube receiver and electrodynamic speaker. Designed for 25 or 60 cycle operation. Price, less tubes, \$144.50

Model B—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. Has sliding doors, built-in electrodynamic speaker and 8 tube receiver. Designed for 25 or 60 cycle operation.

Price, less tubes, \$159.50

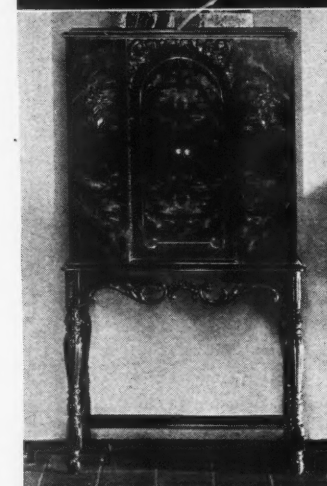
Model D—A console so decidedly away from the usual that it expresses rare elegance and charm. It is 47 $\frac{1}{4}$ " high, 28" wide and 14 $\frac{1}{4}$ " deep. It is a 9 tube receiver, has full automatic volume control, tuning meter, tone selector, speaker mute, phonograph pick-up connection and illuminated kilocycle tuning scale. Designed for AC—26 or 60 cycle operation or AC—DC operation. Price, less tubes, \$195.00

Model E—A graceful console, gorgeously designed in beautiful matched walnut woods. It is 50 $\frac{3}{4}$ " high, 28" wide and 15 $\frac{1}{4}$ " deep. It is a 9 tube receiver, has full automatic volume control, tuning meter, tone selector, speaker mute, phonograph pick-up connection and illuminated kilocycle tuning scale. Designed for AC—25 or 60 cycle operation or DC—AC operation.

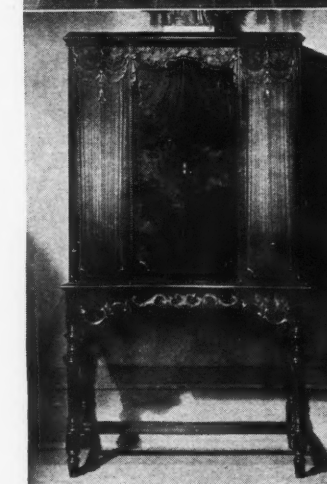
Price, less tubes, \$250.00



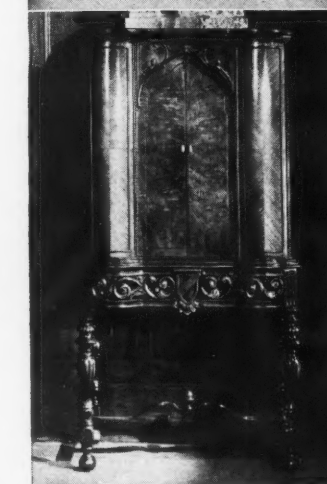
MODEL A
\$144.50
less
tubes



MODEL B
\$159.50
less
tubes



MODEL D
\$195.00
less
tubes



MODEL E
\$250.00
less
tubes

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD , , , **MASSACHUSETTS**
Branches: New York , Detroit , Chicago , San Francisco

JUNE, 1930

Electrical Merchandising

L. E. MOFFATT,
Editor

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The NEW SPIRIT

IF some one would propose another word that would mean the same thing as cooperation he would confer an inestimable benefit on the electrical industry.

For words, through constant use, lose the capacity to quicken thought and provoke action. We can never have too much of cooperation itself, but I begin to suspect that when electrical men see the word in print they turn quickly to the ads in the back of the book. Or at the first gargle of the word from a luncheon speaker they get down on hands and knees and head for the door.

FURTHERMORE, the power companies are tired of being told what they ought to do. So are the contractors, the dealers and the manufacturers. What every man wants today is more business and his chief concern is how he, personally, is going to get it. Paradoxically, however, the power companies get more business when they are helping out the other fellow—so long as the other fellow's business is wiring or the selling of electrical appliances. And as this self-evident fact is borne in upon central station commercial men, we get the broadening policies that are now at work building greater domestic use and revenue.

THE old order of business promotion by utilities for and by themselves has definitely changed. And changed to a degree that the other factors in this trade, dealers, contractors and merchants, have not altogether recognized. The material in this issue of *Electrical Merchandising* is evidence of this change, especially, in the accounts of definite policy on the part of companies in New England, Ohio and California, to actively foster dealer business. In addition, the view-point of such executives as Geiger, Roach and Law, in articles on radio, refrigeration and appliance campaigns respectively, show a concern for the prosperity of the dealer and a definite tie-in for him in their plans.

THE object desired by this industry is the coordination of all efforts to greater sales and better individual profits. Complete realization is still in the future. But the movement toward this end proceeds with increasing impetus toward a satisfying measure of fulfilment.

EDITOR

COMPLETE

A NUMBER of years ago this writer heard Preston S. Arkwright draw a comparison between the plumbing trades selling a complete job to the home and the electrical trades selling only a partial one. I do not know whether Mr. Arkwright was the first electrical man to ask why we could not do as good a selling job as the

plumber. I suspect he wasn't. But at any rate, since that occasion the bathroom analogy has never been long out of use.

Earl Whitehorne in *Electrical Merchandising* for September, 1925, gave the idea a concrete expression that is now more than ever to the point. We quote from this five-year-old editorial:



JOHN AND MARY are ambitious. Social pride is strong in them. They want the best in life. And they will buy a \$1,500 order for electrical equipment just as readily as they will buy a bathroom or a car—*when we approach them with a plan designed for them*—not just with pleas for piecemeal purchasing. Here is the plan:

1 Let us sell not just single appliances but complete equipment. Let us prove the practical and personal advantages of meeting present conditions of cost and labor in the home, by doing the housework electrically.

2 Let us show each household how the mortgage money can be made to pay for the heavy equipment—clothes-washer, ironer, dish-washer, kitchen motor, refrigerator, and where the rate permits—a range and water-heater—if these are screwed fast and permanently installed when the house is built or bought.

3 Let us figure for the customer how to make the regular household budget pay for the auxiliary equipment—the vacuum cleaner, sewing machine, fan, toaster, percolator, waffle iron, heat pad and the rest,—by setting up an easy-payment contract and a regular schedule of appliances, with a fixed appropriation of so much a month.

John and Mary will do their part. They will buy complete electrical equipment—a \$1,500 order. They will do it just as soon as the electrical industry will back this bigger vision of household market with more courageous selling.

Complete electrical equipment will become the American standard first in the new home—just as it was with bathrooms. Then the older homes will fall in line.



Commercial executives of individual companies have attacked the problem, devised plans to meet it and with varying success put them into effect. To cite only a few instances: at Durham, N. C., the Public Service Company have sold complete home equipment and highly adequate wiring installations financed by building loan; the Ohio Public Service have worked out and are now selling complete home electrical equipment on a long-term contract; in this issue (pages 72-73) is an account of the group contract plan of the British Columbia Electric Railway Company. But in spite of the general recognition of the importance of selling a complete equipment and in spite of the work of these few pioneers, the industry as a whole let it go at that.

Action we are glad to report is now on the way.

Less than a year ago, C. L. Harrold, Chairman merchandise committee, N.E.L.A., appointed Ernest A. Edkins to the head of a sub-committee to study this problem of complete home electrification and if practicable report a plan. The reports of the Edkins' committee and the interested discussion they provoked were outstanding events of the recent meetings of the Merchandise Bureau.

An appropriation has been made, an investigation of all aspects of the problem is under way and a final report embodying a plan is expected in the near future.

It is awaited with much interest. It will mark a beginning of what should prove the most fundamentally important sales activity which the power companies have ever undertaken.



Photo by LAZARNICK

The family will be sold
Complete Electrical Equipment *and* Complete Wiring
at the time the plans take shape

DEPARTMENT STORE

*Forbes & Wallace, Inc., Springfield
Ranges sold this year: 21*

HARDWARE STORE

*Carlisle Hardware Company, Springfield
Ranges sold this year: 3*



A Utility Policy

R range

H. E. DUREN

*Vice-president and general
manager, Greenfield Electric
Light & Power Company;
president, N. E. Section,
N.E.L.A.*



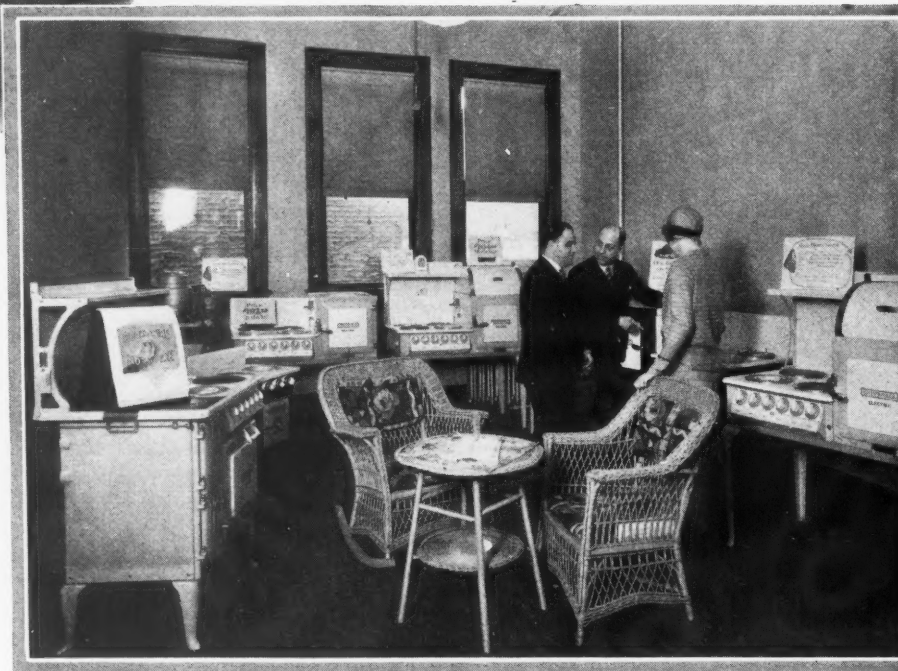
C. P. GOLDING

*Superintendent,
New Business and
Advertising, West-
ern Massachusetts
Companies*

IN THE May issue of ELECTRICAL MERCHANDISING, we had an idea.

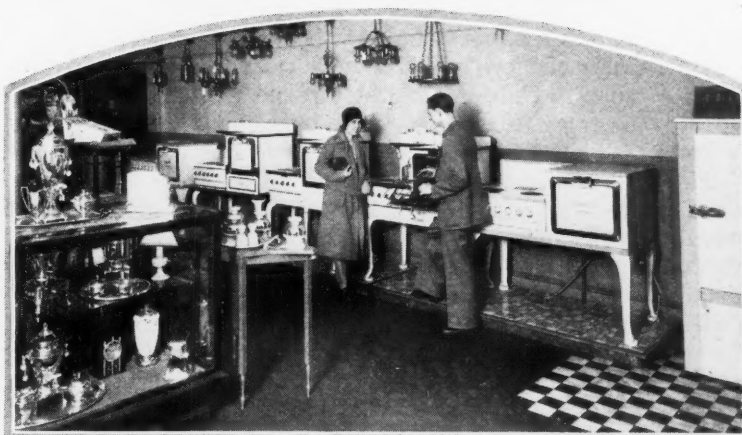
To wit: that if central stations adopted a policy of paying the costs of installation on every range placed on their lines, that there would be three ranges sold for every one now, that in addition to the single central station outlet there would be half-a-dozen specialty dealers, that manufacturer, utility, dealer would get behind a sizeable advertising campaign, that range selling through diversified outlets would proceed

*When the Western
Massachusetts
Companies began
paying for range
installations, deal-
ers began an enthu-
siastic selling job.
Experience with a
year's operation.*



RANGE SPECIALTY STORE

E. J. Musgrove Appliance Company. Ranges sold this year: 44

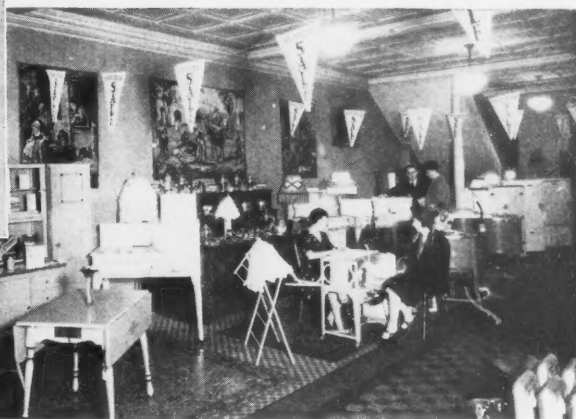


ELECTRICAL STORE

Collins Elec. Co., Springfield. Sam Boyd, sales manager demonstrating. Ranges sold this year: 34

FURNITURE STORE

Metropolitan Furniture Company, Springfield. Ranges sold this year: 14



that Opened

M

arkets

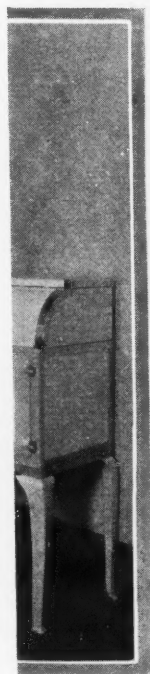
By

Laurence Wray

at the same high-speed forward as refrigeration has done.

Not prejudice, not alone ignorance nor lack of purchasing power have been responsible for the slow progress of range saturation—but the disproportionate and prohibitive cost of installation.

The story that follows bears out our opinion: it is the experience of a western Massachusetts utility operating a number of companies in that section. They not only originated the plan of paying the dealer installation costs on ranges, but have achieved such remarkable results that the influence of the policy is being felt throughout New England.



What Happened

IN THE year 1928 there were approximately 75 ranges on the lines of the United Electric Light Company, Springfield, Mass., a company with some 40,000 domestic meters. Most of them had been sold over a considerable period of years and were in varying stages of obsolescence. The central station, a few years before, had turned over their merchandising activity to a group of cooperating dealers who were actively pushing the sale of electrical goods. But ranges, little known and less wanted, remained unsold.

Gas ranges, on the other hand, assisted by low rates and high-pressure selling had attained high saturation.

In 1929 the company adopted a policy, already successfully tried in Greenfield, of paying for the installation (\$55) on every range sale made.

In addition, they set a quota of 500 ranges for the year. The dealers, who enthusiastically jumped at the opportunity, sold 627 ranges in Springfield last year. There hadn't been a dozen a year sold previously.

For 1930 the company have set a quota of 1,000 ranges to add to its lines of which, to date, before the beginning of the active range season, 140 have been sold. The dealers themselves anticipate beating the quota by a good 500.

Greenfield, the first company to adopt the plan of paying cooperating dealers for range installations, sold 287 ranges last year through the dealers. The company with a bare 7,000 domestic customers, have set a quota of 400 for 1930.

How It Started

THE Western Massachusetts Companies, operating properties in Greenfield, Springfield, Pittsfield, and Turner's Falls were, some few years back, actively merchandising. Pittsfield is the only constituent company of the group, today, that is doing its own selling. The situation in Greenfield, as described by H. E. Duren, vice-president and general manager of the Greenfield Electric Light & Power Company, provides a representative picture:

"We were formerly in the merchandising and house-wiring business and did practically all of the business usually done by contractors in the territory. As a result, the only

158,000 Ranges

Sold in 1929

Retail value . . . \$26,070,000

Now in use: 875,000

Wired homes

with range rates

available \$8,500,000



J. W. HOLLAND
*In charge of New Business,
United Electric Light Company,
Springfield, Mass.*

electrical contractors who were able to survive were a few basket men whose credit was very poor. We experienced a great deal of difficulty when we first went out of this business as those contractors who possessed no business ability had to be weeded out before the good ones could really get started."

"Today we have a large group of contractors in our territory who are doing a very successful business in this territory."

But decidedly, one of the most interesting points comes in here. Greenfield, at this time, found that load-building equipment was not being pushed—as did Springfield. The dealers weren't set up to give the central station any help; they couldn't afford to spend money on promotional advertising and were without sufficient resources to finance range sales.

It was about this time the Greenfield Electric Light & Power Company conceived the plan of paying certain cooperating dealers a fixed rate for range installations. A flat rate of \$30 was agreed upon at that time which under the wiring regulations in Greenfield, provided for wiring right up to the range.

Five ranges were sold in Greenfield that year—1925. The company, however, which was just beginning to get the dealers behind the plan, began an advertising campaign of a promotional and educational nature on electric cookery. Finally, they abandoned their own merchandising activity. They said, in effect, that if the dealers in the community would get busy and do some real selling, that they would back them to the limit in getting appliances sold.

Three years from that time—starting from scratch as far as ranges were concerned—they had increased the average yearly consumption of their customers by 200 kw.-hrs. Last year, as already mentioned, they sold 286 ranges in the Greenfield territory, and have set themselves a quota of 400 for 1930.

Cooperating dealers are now paid the sum of \$45 for range installations which the company finance by charging to "Maintenance of Service."

Let us inquire now into the experience of Springfield a larger community. Electric ranges had practically never been given a start in the city. True, the United Electric Light Company early in their history had displayed them on the floor of the showroom and had made some effort to sell them through their own selling forces, but from all practical standpoints there was no such thing as a range market existing. It might be said that the central station's advertising did not have sufficient appeal, and although their rate structure permitted intensive promotion of the cooking load, the selling effort put behind ranges was lacking in aggressiveness. As a matter of fact, one great difficulty in promoting range sales was that distribution was confined to the power company alone.

Being confronted by the happy solution which Greenfield had found for its range problem, Springfield decided to give the plan a trial.

There were no dealers handling ranges. In addition, the local gas company were not only operating under an extremely low rate but were virtually giving away gas ranges. Unless a healthy demand was created for electric ranges the central station could not hope to compete with the gas company, certainly not on a price basis.

In order to get the greatest benefit from the cooperative tie-in with dealers, the company adopted the plan of paying for range installations—as had been done in Greenfield. Stricter wiring code prevailing in the larger city, however, made it necessary to jack up the allowance to \$55 which also provided for complete wiring.

In 1929, the first year that the company began paying cooperating dealers installation costs on ranges, they set up an arbitrary quota of 500 ranges to be sold that year. There are approximately 40,000 domestic meters on the lines of the central station.

The result we have already told.

At the end of the year, with ranges on display on the floors of dealer's stores, with manufacturers lending the dealer such assistance as was possible to push the merchandise and with the central station entirely out of the selling picture themselves, there were 627 ranges sold in Springfield! Ludlow and Agawam, small neighboring communities, reported sales of 30 and 16 ranges.

GREENFIELD

The photographs in this group show the wide variety of outlets handling electric ranges in Greenfield, Mass. The pictures were all taken on the same evening without warning to the dealers.

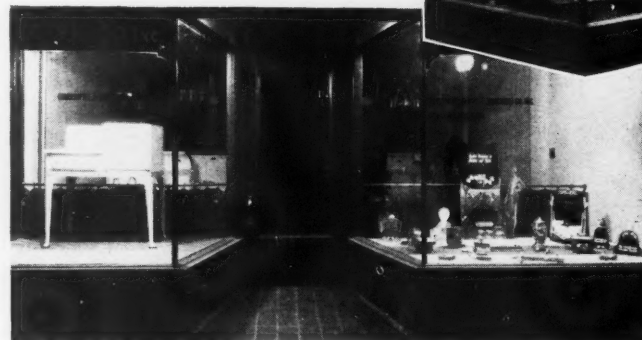


ELECTRIC STORE

The Streeter Electric Company, Inc., original contractor-dealers, have always promoted electric range sales.

ELECTRIC STORE

The Cook Electric Company, Inc., feature the electric range in window displays.



The policies of these companies in Western Massachusetts on range selling is being felt all over New England. Amherst and Easthampton, two properties of the Western Counties Electric Company, have just announced their departure from the field of merchandising and are participating in a cooperative set-up such as exists in Springfield and Greenfield.

Hartford, Conn., where the Hartford Electric Light & Power Company have long been active and aggressive merchandisers have recently adopted a plan which provides for paying for range installations on their own and all department store sales. The company have no intention of abandoning the merchandising field, but the example afforded by the neighboring city of Springfield in the jumping of range sales, has been instrumental, it

is said, in their change of policy. It is interesting, too, to notice the reaction of the public in this business of paying for range installations. It might be that they are not actively interested; that the trouble is to sell them electric cookery. The opposite, I think, will be found true. An instance will help make this clear.

The central Massachusetts Electric Company, a private concern operating in Palmer and Ware, medium sized towns between Springfield and Worcester, do a merchandising job through their own sales-force. Recently, however, I am told they have been forced to offer their customers free installation on all range sales, because of their proximity to Springfield. Palmer customers, in the advertising range of the Springfield press, have noticed the dealer's and central station ads offering free installation of electric ranges. Climbing into their automobiles they have descended on Springfield dealers and wanted to know whether they would be granted free installation if they bought a range in Springfield. When it is carefully explained to them that they are not on the lines of the United Electric Light Company, complaints have been registered with their local central stations. So insistent have been these complaints that the Central Massachusetts Company have finally granted free installation to any of their range customers.

What Dealers Say

WE NOW come to the most interesting angle of the whole proposition—the reception of the plan from the dealer's standpoint.

The writer spent the greater part of a day with J. W. Holland of the United Electric Light Company visiting dealers, contractors hardware stores, department stores and furniture stores in Springfield, all of whom were engaged in the sale of electric ranges. Not only merely selling ranges, it might be added, but enthusiastic about its possibilities and willing to cooperate to every extent with the central station.

It might be remarked here, incidentally, that most of the credit for the splendid cooperation given by the dealers has been due to "Jack" Holland who has worked closely to them throughout the entire program.

One dealer, E. J. Musgrove, has gone into business on a specialty basis, devoting his time exclusively to the sale of ranges. This may not seem remarkable at first, but in a community where customers pay them for their own range installations, it is difficult to imagine anything just like it. When it becomes possible for a man to set himself up in business, specializing on the sale of electric ranges, it is an indication something was needed in the range situation. Refrigeration specialty dealers have become a commonplace—no town is without one.

"It would be virtually impossible for me to engage in this business," Mr. Musgrove said, "were it not for the cooperation I get from the central station. And why

(Please turn to page 87)



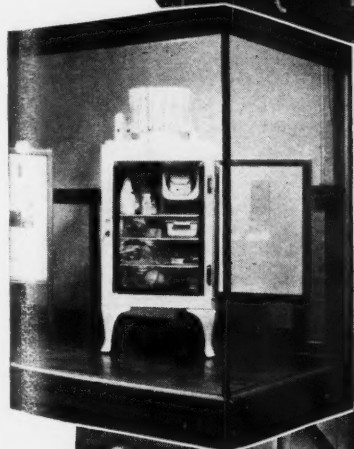
MUSIC STORE

Allen & Woodworth have electric ranges on display on floor and in window.



PLUMBING SHOP

George V. Corsiglia



RADIO STORE

Baldwin-Starkey & Company Handle both refrigeration and electric ranges.

FURNITURE STORE

The J. J. Woodlock Company included ranges and refrigerators in their line due to repeated inquiries.



RADIO—

*The
Philadelphia
Electric
Company
finds radio
valuable
merchandise
year-round
business.*



*Radio, clocks and
portable lamps are the
items of electrical mer-
chandise that sell their
way into the living
room.*

Lazarnick

Second in Volume

THE Philadelphia Electric Company has balanced its seasonal business. We have done it with radio.

In merchandising a full electric line, we have always had the problem of peak seasonal demands. Good merchandising and the even functioning of a sales organization makes necessary such a selection of lines that the sales valleys of one appliance may be compensated by the peaks of another. Our experience with radio has been that it fills these seasonal valleys in an altogether satisfactory way. It also gives us a most desirable and profitable volume.

Although the Philadelphia Electric Company has been selling radio for but two years, in 1929 it was second only to refrigeration in dollar volume. Our totals on these two lines was \$1,525,000 for refrigeration and \$762,000 for radio. Eighty per cent of this radio business was done from September 15 to December 31.

This large business in a period of less than four months kept our whole sales organization at a high level of activity, and a high level of compensation, when otherwise, that part of the sales force which had been selling refrigeration during the summer would have been forced to accept a lower basis of compensation. This reduction of earning power, a condition which we have had to face in years past, has always been found disruptive to the morale of the organization.

RADIO has become eminently suitable merchandise for a specialty sales force to handle. I know that many other merchants depend principally upon store sales for their radio business. Our volume, however, was due nearly 100 per cent to outside selling. To procure this business we employ the same methods which have been successful with us, and with the electrical trade generally, in promoting other domestic devices. For instance, a considerable part of our sales are made by home demonstration, just as on washing machines and vacuum cleaners.

I know that many merchants have hesitated to adopt home demonstration on radio sets through a fear of high reverts, damaged sets and other losses. Our losses, however, are relatively slight, revert percentages being only seven per cent. This is actually less than our revert percentages on standard domestic equipment, such as washers and cleaners. Also, this seven per cent includes all entries in the credit account, covering exchanges and adjustments, as well as actual reverts. I believe this condition of low revert losses is general and our figure of seven per cent is average. I base this conclusion on the questionnaire which my N.E.L.A. committee sent to 109 utilities. The replies from these companies reported in only one case over 10 per cent reverts, most of the companies reporting under five.

Due to quick buying and available manufacturer and

By

Wm. J.
Geiger

Manager, Appliance Sales
Philadelphia Electric
Company



distributor stocks, our inventory has not been greatly affected by price changes. Right now, at the end of the radio season, our inventory shows only 135 repossessed sets, which will have to be sold at a sacrifice.

I should like to amplify here on the degree to which radio deserves a place, and a prominent place, in utility merchandising programs. First of all, there is a good profit on this merchandise. But no less important, we believe, is the fact that our activity in radio is of benefit to the entire trading community and because our advertising and selling work tends to broaden and stimulate the local radio market, there is the consequent addition of more revenue producing units on our lines.

I most heartily concur with the statements made by J. H. Van Aernam in an article appearing in the March issue of *ELECTRICAL MERCHANDISING*. Mr. Van Aernam's contention was that the local radio trade is benefited through the stabilization of selling policies, due to the participation of so large a merchandising factor as the power company. This has been borne out by our experience, and is testified to by the radio trade of Philadelphia. It is always a benefit to the market when a large retail unit sets a policy known to the trade and the public and does not depart from it for any reason. For instance, our policies on down-payments, trade-ins, and term extensions, have had their effect on the practices of other large retailers of Philadelphia. We have endeavored to set a conservative business standard which the whole trade will benefit in following.

Trade-ins are, of course, a vexing problem. Our policy is to allow not more than 10 per cent of the value of the new set on any trade-in. Our credit terms are 10 per cent down payment and 10 per cent

(Please turn to page 98)

Radio sets

4,200,000

Sales 1929

Retail value	\$525,000,000
Radio tubes (all types)	69,000,000
Retail value	\$172,500,000



We
Can Sell

Even More Refrigeration

By T. E. Roach

*Vice-President
National Electric Power Company*

"There is no need for long term extensions on time payments, there is no need certainly for any squabbling and cut-throat selling methods between manufacturers."

ELECTRICAL refrigeration is the latest of the commercial wonders of our business. Its future is secure; its importance to the power company is manifest. But due perhaps to the rapidity with which it has gained public favor, and to the degree to which the utilities have promoted its sale on a non-profit basis, methods of selling and advertising are developing which seem not in the best interest of either the power companies, the trade or the manufacturers themselves.

Until recently the electric refrigerator had been presented to the public on a broad promotional basis. Central station, manufacturer and distributor all got back of the movement to teach the housewife how to preserve food by electricity. And power companies were vitally interested in the business for, whereas many are not set up to promote the electric range, they are all interested in the development of the refrigerator.

Sales tendencies of the present year, however, begin to show indications of disturbing the good work that has gone before.

These disturbing tendencies are as I see them:

1. The wholly competitive nature of the advertising being done by the principal refrigerator manufacturers.

2. The comparatively slim margins offered to the smaller retail outlets.

3. The competitive bargaining among distributors and retailers on the matter of trade-in allowances on old ice-boxes.

4. The tendency to extend time-payments on refrigeration to 30 months.

Offhand, these may not seem like matters which should cause us any grave concern. But they are disrupting influences in the domestic refrigeration field; and their effects are going to be reflected in our future sales unless some effort is made to put the industry back on an unselfish, co-operative and promotional basis.

It is difficult, too, to see why we should be faced with these problems. If we were in a field that had been worked to death, that had been sold to almost complete saturation and that would only yield a satisfactory volume to the individual manufacturers by the most competitive methods known to appliance merchandising, there might be some rhyme or reason to the present situation.

The opposite happens to be the case.

We have in refrigeration a device that carries an inherently strong appeal to every housewife. We are

selling equipment which eliminates the annoyance connected with buying and keeping ice, which keeps foodstuffs for longer periods in better condition and which can be used in a hundred ways to simplify the every-day problems of preparing meals. All advantages that the housewife did not have with the old ice-box — and all advantages that she wants to a greater degree every day. It is becoming more and more a matter of mere financing, of adequate and appealing presentation through advertising and of competent selling. She has to be completely sold merely on the idea of electric refrigeration—a job that up to recent times had been progressing in a very favorable manner.

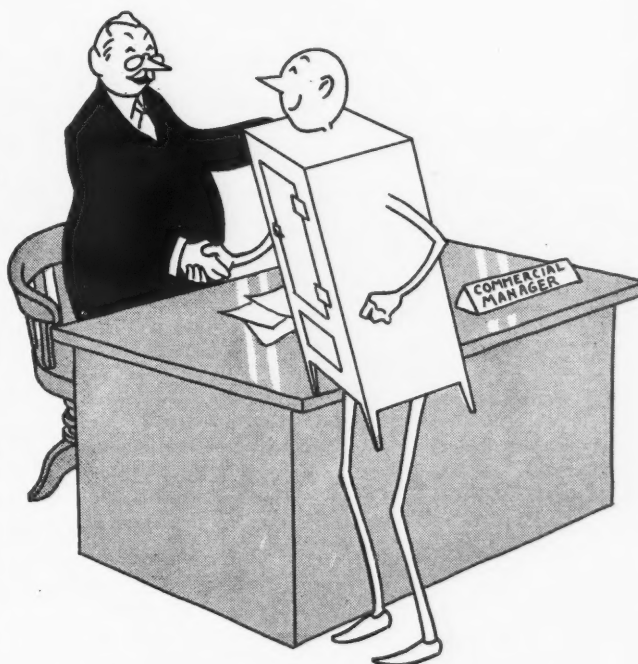
LET me present for a moment another angle of the situation no less important.

Utilities are interested primarily in adding load-building devices to their lines. The refrigerator, due to its position as a major load-builder, and due to its rapidly increasing public acceptance, is proving an admirable device for promotion. Central station men believe in refrigeration. Due, also, to their peculiarly advantageous position in the merchandising picture, they are able to promote food preservation by electricity with more than usual competence. And refrigerator manufacturers would be obliged to admit that the central station is, perhaps, the greatest outlet for their product. But the point the manufacturer may lose sight of is that the utility is not principally concerned with what make of refrigerator it is handling. As a rule, they stock more than a single make. And competitive advertising on the part of the manufacturers is proving embarrassing, in many instances, to those of us who handle more than a single make.

We had an instance recently in one of our own show-rooms. There were two makes of refrigerator being handled. I was told later by the local manager that customers become so confused and unsettled in their minds by the rival claims of manufacturers, that they put off buying altogether. We have a rule at present, that only one make of refrigerator can be displayed on one sales floor and that salesmen must specialize on a single make.

It is very well for specialty outlets who only handle a single make of refrigerator to welcome present competitive methods. It means a fight and they wage right in.

Promotion rather than competition in this field needed to obtain the greatest advantage from broad market and public acceptance



"The refrigerator, due to its position as a major load-builder, and due to its rapidly increasing public acceptance, is proving an admirable device for promotion. Central station men believe in it and like it."

to yield splendid returns. Why then, should we engage in a battle among ourselves when the customers are patiently waiting to buy?

The central station, generally, likes and accepts refrigeration. They like it primarily for its load-building qualities and for the fact that it sells easily. But the competition in advertising to the public is not helping the utility.

There is no need for long extensions on time payments, there is no need for trade-in allowances on old ice-boxes, there is no need certainly for any futile squabbling and cut-throat selling methods between individual manufacturers. There is plenty of business for everybody. And if we return one more to that broad, constructive promotional basis on which the refrigeration industry was first launched, we can look forward with security to the adequate development of this business in the years to come.

But the central station is not interested.

The same argument applies very aptly to the efforts of some manufacturers to induce the power company to push the time extension limit on refrigeration up to 30 months. In my opinion, this is a wholly unnecessary way in which to merchandise refrigeration. Sane time payment limits are the only answer to any kind of constructive merchandising of specialty devices. They apply even more in a field that is enjoying a marked public acceptance at the present time in a field that has hardly been scratched! Can you imagine an automobile manufacturer giving a customer the same relative offer?

I noticed recently in several of our properties that our own men were endeavoring to compete with local merchants by offering larger allowances for old ice-boxes — another indication of the manner in which the merchandising trend refrigeration is taking. We no longer allow our properties to make any such offers. We have a good piece of merchandise to sell, we are in the process of educating the public to complete acceptance of the idea of electric refrigeration, and there is a tremendous market before us which needs only ordinary promotional work

Refrigeration

Sales 1929

638,000 Domestic Units

Retail Value.....\$181,175,000

Number in use... 1,850,000



Not Load Alone

Some reasons why appliances of limited load have a part in the utility program

By Laurence Wray

ONE of the major problems confronting the electric utility industry is the question of load building. The utility industry is faced with the problem of how to build up its load to meet the increasing demand for electricity. The utility industry is faced with the problem of how to build up its load to meet the increasing demand for electricity. The utility industry is faced with the problem of how to build up its load to meet the increasing demand for electricity.



In the 1929 June issue "Electrical Merchandising" published a cross-section of utility opinion on the place of washers and cleaners in power company merchandising

6% Net Profit makes Washer and Cleaner Business

ALWAYS IMPORTANT

By

E. L. Hinchliff

Assistant to the Vice-President in charge of merchandise and service sales Middle West Utilities Company, Chicago, Ill.



ANY attempts to set a merchandise policy on cleaners and washers must always come back finally to the salesman. The tendency today is to have salesmen whose incomes are dependent largely on the business they produce. Naturally, when a salesman gets into a home, he's going to push those appliances he can sell most easily. And there is no gainsaying that washers and cleaners do more to lighten the load on a housewife's back than almost any other appliances. It follows, then, that the salesman will do everything possible to promote these devices. Despite the fact that they are not load-builders, they *do* sell naturally, and the profit is attractive. And there is the important point; because it is my belief that the central station should make every effort to get a 5 to 6 per cent net profit from their appliance department.

We all know that the discount on electric refrigerators and ranges is short, and that ranges are often sold at a slim profit. We can run the appliance department at a loss and put all the sales effort on ranges and refrigerators, or we can strike a balance by sweetening up the sales with good-will building, profitable cleaners and washers. This, I believe, central stations should do: stress washers and cleaners sufficiently to net 5 to 6 per cent on their appliance department, then let them devote their further efforts to load-builders.

Or look at it another way. The central station's first duty is to help the subscriber get something out of the two wires that lead into his house. Appliances that

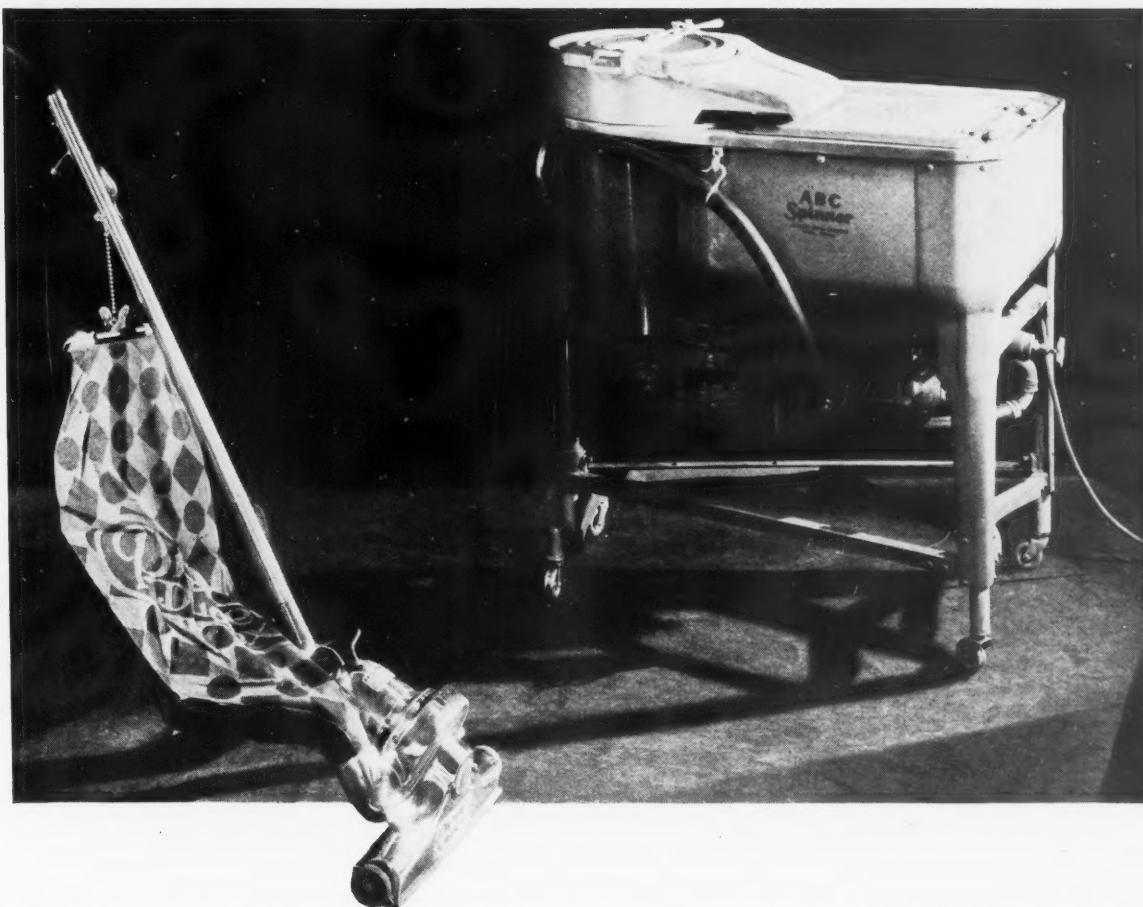
make life easier are good little missionaries in creating an electrical frame of mind.

A man who has been buying current for electric light alone is usually shocked if he invests in load-building appliances such as refrigerators and ranges. From \$1.50 a month he discovers his bill has arisen to \$7 a month and immediately thinks it too much.

When we moved to Elmhurst recently we found that the Hinchliff family light bill grew from \$3 to \$15 a month. It brought home to me the point of view of the customer who bites off a lot too suddenly. It is far better for him to get a cleaner, a washer, a waffle iron, and get used to his bill increasing gradually. In this way the customer is so sold by the comfort and service he receives that when the heavier items are added he has come to understand just what he is paying for.

The central station has a tendency to kid itself about the point of saturation on various appliances. The managers think that if several years before they had a heavy sale on electric irons or cleaners, that there remain no possibilities. In one of the Middle West communities where we believed there existed an electric iron saturation, a spot survey showed differently. Accordingly, the first campaign in eight years was put on and 6,800 irons were sold!

Theoretically, vacuum cleaners are able to give a long, useful life. Actually, due to utter neglect on the part of buyers, they play out rather quickly and the community is ready for a new cleaner drive much sooner



than statistical figures would show. The same holds true for washers. The central station must be on its toes to look after this small appliance business or it very easily slips away. For example, if the number of electric irons in the community is permitted to run down, it will be found that the local laundries will cut in and get the business.

WE HAVE found in the Middle West Utilities Company that other items besides washers and cleaners are valuable in building up their net profits. Lamps have always been worthwhile items, carrying as they do a long profit and offering no commission. On small appliances, we have found the electric iron is the most valuable item the central station has to offer, with the toaster a close second. It has been the company's policy to encourage the sale of these smaller devices through the employees, freeing the salesman for the higher unit merchandise.

If you have several hundred or several thousand employees, activated by the hope of prizes, call up acquaintances and say to them over the telephone, "Our company is offering a few waffle irons which regularly sell for \$6 at \$2.95,—shall I lay one aside for you?" Each employee may only sell two or three items, but the total volume is large and obtained at small sales expense.

I remember we were once conducting a campaign on washers which looked as though it might be a failure. One-half the sale was over and only one-fourth of the quota was realized. Then we hit upon the happy idea of having all the salesmen turn to telephone canvass with the result that they more than made the volume estimated.

While it may be scientifically possible to decide how much sales effort should be put behind washers and how much behind cleaners, in proportion to all other appli-

ances in order to build the desired volume of load, plus earning the desired net for the appliance department, this has never yet been done. Some day the Middle West Utilities will work out this problem in one territory and then possibly expand it. But until this is done, we will use washers and cleaners to "sweeten up" the profits of the appliance department and balance the load-building item.

Both the cleaner and the washer lend themselves ideally to campaign stimulation. Seemingly the extra effort and enthusiasm put behind a campaign extends itself to the customers. Of course, the products must be chosen with a view to their campaign possibilities, and the campaign must be carefully planned and actively carried through.

It is in campaign periods that the entire staff of employees in all departments can be included as temporary members of the sales staff—all this without interfering with their regular work. As I pointed out above, it has been the company's policy in campaigns to encourage sales, especially in the sale of smaller heating devices, through employees. However, in campaigns on major appliances, employees are valuable in the matter of leads, even when the total business signed up directly by them seems small.

An employee, no matter what his job is, who has been informed of the campaign offer, and who has been sold on the merits of the product the company is campaigning, is a valuable second line soldier. He can increase a prospect's interest or kill it altogether.

Sales 1929

1,019,000 Washers
Retail Value \$115,000,000

1,312,000 Cleaners
Retail Value \$65,600,000

In use: 6,585,000 Washers
8,600,000 Cleaners

Double the Outlets — and

Appliance Saturation of Red Seal and Non-Red Seal Homes

	% Non-Red Seal Homes	% Red Seal Homes
Air heaters	29.0	75.0
Chafing dishes	4.0	6.2
Clothes washers	25.0	56.2
Cream whippers	12.5
Curling irons	46.0	54.0
Dishwashers	6.2
Fans	8.3	37.5
Grills	8.3	12.5
Hair driers	16.6	12.5
Heating pads	16.6	60.0
Hotplates	8.3	18.7
Ice-cream freezers....	...	6.2
Irons	100.0	114.0*
Ironing machines....	4.0	6.2
Percolators	66.6	78.0
Ranges	12.5	78.0
Refrigerators	8.3	84.0
Sewing machines....	71.0	50.0
Soldering irons....	8.3	12.5
Toasters	87.5	72.0
Utility motors....	4.0	18.7
Vacuum cleaners....	100.0	100.0
Ventilating fans....	4.0	25.0
Vibrators	25.0
Waffle irons....	58.3	81.2
Water heaters....	...	43.2
Electric clocks....	...	12.5
Cooker pots....	8.3	12.5
Floor polishers....	12.5	25.0
Electric radio sets....	66.6	72.0
Battery chargers....	37.5	37.5

*Some Red Seal homes reported having two irons.

ANYONE desiring an argument is quite likely to find satisfaction by making a definite statement on either side of the question "Is there any relationship between wiring-jobs and appliance-merchandising?" Whatever his viewpoint he is sure to find someone who disagrees with him.

In California the question came up recently, not for the purpose of argument, but find out what value there is in the Red Seal Plan of adequate house wiring as a means of developing bigger markets for electrical appliances. Surveys had previously been made to determine what this Plan did to increase the amount of wire and wiring supplies going into a home; and how much increased revenue was being derived from a Red Seal home as contrasted with a non Red Seal home. The answers were extremely interesting:—Twice as many outlets and three and one-half times the revenue.

These findings naturally led on to other queries: "With twice as many outlets per home and with each home producing three and one-half times the revenue how is this additional current being consumed?—Through what medium or media? Are these home owners using the same appliances with greater frequency—or are they using a greater variety of appliances?" The answers were soon obtained through a third survey the results of which are tabulated below.

To avoid any charges of selective surveying, that is hand-picking the homes surveyed in order to prove a point the following explanation is offered of the method employed in obtaining these figures. The original survey to learn the wiring conditions was made in 500 homes while they were under construction, they were "covered," reported upon, as they turned up in the regular course of travels of the representatives of the California Electrical Bureau. When these men started their investigations they had no idea what wiring conditions they would find in the home under survey, who was going to occupy the home when completed, or what equipment and appliances were to be put in use therein. At the completion of the survey the reports were segregated into groups—the Red Seal homes and the non-Red Seal homes. Differences in the wiring installations were then determined.

One year later, the second survey was made by taking from the power company records the current consuming and revenue producing records of these same houses. When the first survey was made it was, of course, impossible to get such figures concerning them as they were then in a construction stage. After they had been occupied for a year a clear picture of their annual value to the power company was available and obtained.

As to the third survey a letter went to each of these home owners explaining that the survey was not for any commercial purpose and that their replies would not be

TRIPLE *the* Volume

By
Victor W. Hartley

*Executive Secretary,
California Electrical Bureau*



"Electrical merchandise sales are facing a definite resistance in the majority of homes because there are inadequate facilities for attaching them at the point of utilization. More outlets mean greater use."

used in compiling any prospect lists. It was definitely stated that the reason for the survey was to find out which appliances were in the most general usage. Enclosed with the letter was a return postcard listing practically every electrical appliances manufactured for domestic use and the recipient of the letter was requested to check those in use in her home and return the card. When the cards came in they were segregated into two groups—just as had been done with the reports in the previous surveys—non-Red Seal and Red Seal.

The results are given in the foregoing tabulation, summarized we find the following:

Average number appliances in a non-Red Seal home... 8
Average number appliances in a Red Seal home... 12½

It has long been claimed by those who believe that



adequate wiring is essential to greater appliances sales, that people will not buy electrical merchandise if they cannot attach and operate it conveniently. A few of the appliances which have come to be regarded as essentials under our present living standards have overcome the handicap of long extension cords draped from lighting fixtures and are used regardless of the inconvenience involved. The general run of merchandise, however, which the electrical dealer wishes to put in the homes of his customers is facing a definite barrier in the majority of the homes because there are inadequate facilities for attaching them at the desired point of utilization and because wire sizes used in lighting circuits are not amply to provide the necessary voltage to permit the operation of these appliances at a maximum efficiency.

If you as a dealer have any doubt as to the important bearing which the adequate wiring program has upon the future of your business study carefully the figures gained through this survey. They present one definite conclusion—you can increase your potential market 50% by lending your support to the better wiring activities. Encourage better wiring standards in your community, tell your friends and customers of the increased convenience to be enjoyed in a well wired home. The better selling job you do for wiring the more appliances you will sell; an outlet renders no service to a housewife except through the agency of an appliance. Sell the idea of more outlets, then sell the appliances to put these outlets to work. The more people there are behind the movement, the sooner the industry will benefit.

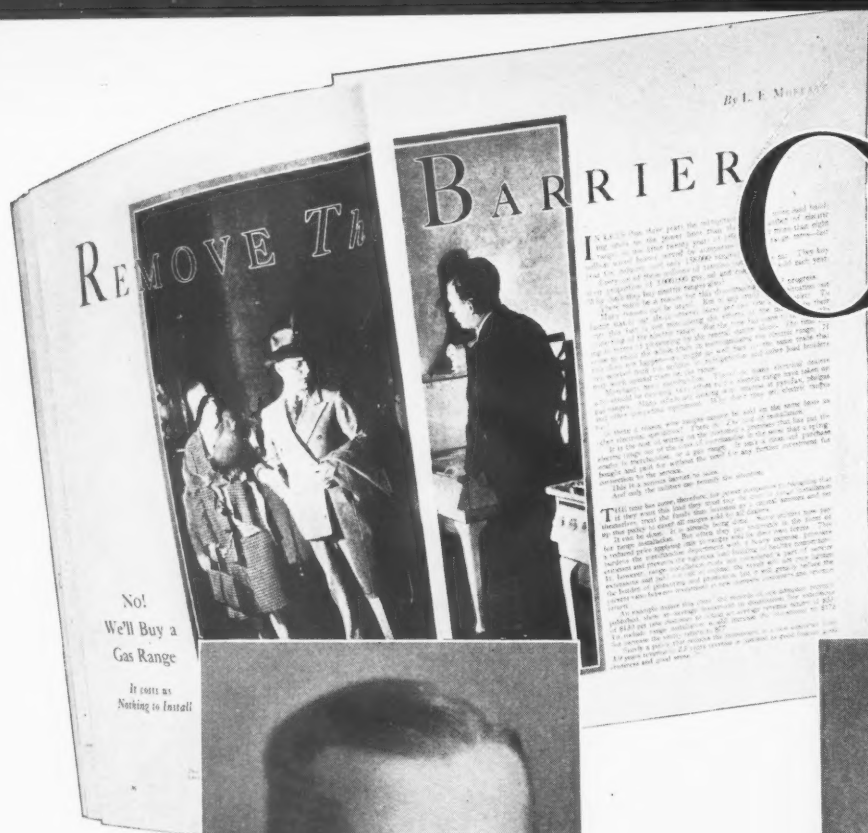
Inadequate Wiring and Outlets

In new homes	57 per cent
In rewired homes	52 per cent

Responsibility—

Speculative builders	42 per cent
Price cutting contractors	27 per cent
Uninformed owners	31 per cent

*Figures from survey by
Electrical World*



C. L. DUNN
General New Business Manager
The Ohio Public Service Co.
Cleveland, O.

Opening



M. E. SKINNER
Vice-President
Mohawk Hudson Power Corporation
Albany, N. Y.

Editor, Electrical Merchandising:

I HEARTILY agree with you that if the industry is to secure electric cooking business in large volume it is necessary to get installed price of the range more nearly in line with the price of a gas stove.

Our company appreciated this fact some months ago and adopted a policy whereby we would charge to construction or capital account the entire cost of changing two-wire entrance for a three-wire and all the necessary equipment and labor for making installation up to the meter which, as you know, on an average covers about three-fourths of the installation expense of the range. This ruling applies to all customers whose installation requires such an entrance whether it be a range load or some other equipment and regardless who sells the additional equipment, the contractor or ourselves. When making this ruling we had in mind the encouragement of the sale of heavy duty equipment by the electrical trade in our communities.

Local inspection requirements, in our judgment, are too severe. We believe some improvement can be made by the changing of various inspection requirements without any additional hazard. It does not seem possible under present accounting procedures specified by the various State Commissions that wiring from the customer's meter to the range or other heavy duty appliance be charged to construction or capital account.

C. L. Dunn.

Editor, Electrical Merchandising:

I HAVE reviewed with interest the editorial in *Electrical Merchandising* entitled "Remove the Barrier." At least one case has come to my attention where a utility company has apparently decided to take your advice literally and is absorbing the entire entrance expense up to the meter and, during a limited period campaign, are removing the installation cost entirely. Personally, I am not ready to admit that such extreme measures are necessary. The important point from a merchandising angle is to see that the price of the range is quoted on the basis of its being delivered and installed with no further expense necessary on the part of the purchaser. The experience of many of our districts who have done a very creditable job on range merchandising indicates that this, in itself, will do much to remove the barrier to which you refer.

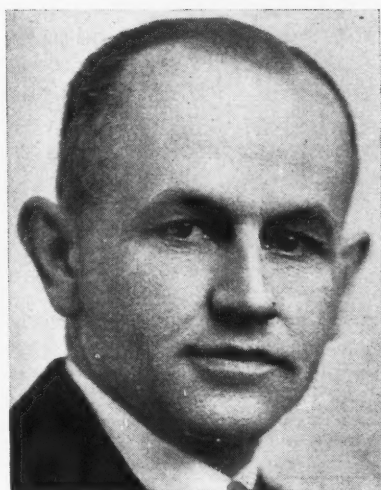
We have just instituted a very comprehensive range activity throughout the Niagara Hudson System and in a few months, when the results are available, I think we will have something very interesting to show you. Our plan contemplates the price to the consumer to include installation, a liberal discount for Red Seal homes (incidentally, this is the first case that has come to my attention where Red Seal has been interpreted to the customer in terms of dollars and cents) and a liberal allowance for the old range.

M. E. Skinner.

The DISCUSSION

EDITOR'S NOTE

ELECTRICAL MERCHANDISING in May proposed that by paying for range installations the power companies would remove the greatest barrier to range sales. The editors asked a number of prominent utility executives, wholesalers and merchants for comments on the plan. These comments pro and con are being received in gratifying numbers. The letters on these pages were selected as a fair cross section of opinion. Many more will be published next month and in succeeding issues.



L. W. BRAINARD
Sales Manager
Idaho Power Company
Boise, Idaho

Editor, Electrical Merchandising:

I CAN quite agree that installation costs are slowing up the sale of electric ranges and are the biggest obstacle in the way of increasing electric cooking saturation at the rate we would like to see it go. However, I doubt very seriously the advisability of a utility undertaking the investment of wiring a home for cooking service or whether or not such an expenditure is comparable in any way to a line extension.

Approximately 40 per cent of our urban customers have access to gas service, which includes our two largest towns; in one of these towns we have 34 per cent electric cooking saturation and in the other 30 per cent; while our saturation for all urban customers is 40 per cent, for our rural customers 44 per cent and for the total residence customers both urban and rural our cooking saturation is 41 per cent. It is also true that our gas competition is manufactured gas which no doubt is not as attractive as a good source of natural gas, and, of course, the rate situation affects this set-up in each local case. However, I believe if rates are right that electric ranges can make very satisfactory headway against gas competition or any other cooking fuel if sufficient sales effort is put into the job.

I have heard a number of arguments for wiring homes, one being that the telephone company install their own

(Please turn to next page)



H. E. YOUNG
General Sales Manager
Northern States Power Company
Minneapolis, Minn.

Editor, Electrical Merchandising:

THIS suggestion for putting electric range sales on a volume basis has been the subject of considerable study by us, and undoubtedly by many other central station companies.

While you call it a change in central station policy, by means of which the cost of installation can be borne by the central station company and the investment therein capitalized, it really is simply a roundabout way of cutting the price. In other words, your suggestion for a larger volume of range sales is selling them cheaper, and of course it goes without saying that reduced prices is almost sure to increase volume, especially when followed up with proper sales effort.

So far as separating the installation cost and doing this at central station company's expense is concerned, this is merely incidental, since many, if not most central station companies already include the installation cost in the total price of the range and any reduction from this total would have the same effect regardless of what particular part of the expense it took care of.

Up to this point the suggestion would undoubtedly be thoroughly sound so far as its effect on increased volume is concerned.

However when it comes to reimbursing dealers for the amount which they spend or which was necessary to be spent for the installation and taking this expense into

central station capital account, the problem would seem to be a little more difficult.

In the first place, could a central station company legally own a part of the wiring in a customer's house?

Secondly, if they could, would it be possible to pick out a certain part of this wiring and own it for the purpose of getting an electric range installed, and at the same time refuse to do other wiring which the customer might want done?

Possibly the central station might prefer to do only the range wiring on the basis of its producing more revenue in proportion to its cost, but would it not lead to the raising of the question as to what revenue and what rates might be necessary to justify wiring of other kinds for serving other electrical conveniences which the customer might desire?

Hot water heating would, of course, be immediately in the same category. Electric refrigeration likewise would be shown to be probably more profitable in proportion to the amount of wiring which had to be done.

Furthermore, I am not quite sure that this reducing the cost of electric ranges would bring about a duplication of the situation that exists with reference to electric refrigeration, so far as a basis of comparison.

Like all examples of this kind, the biggest factor of all is apt to be ignored, that is, the inherent appeal which each of these articles has in the eyes of the public.

So far as dollar cost is concerned, electric refrigeration represents a much greater item of expense than does an electric range, especially when compared with what it is displacing. Therefore, the popularity which has been developed in electric refrigeration has not been done by reason of its price advantage as compared with electric ranges. If anything, the electric range has the price advantage.

Furthermore, to a very large extent electric refrigeration has an installation charge connected with it, the only exceptions being self-contained units which can be plugged into an existing outlet.

Therefore, while reducing the price of electric ranges would have its certain effect in increasing volume sales, it is by no means a deciding factor, but will increase sales only as this item is responsible for a certain additional volume of business which can be sold to an additional class of buyers.

On the other hand, what has been the reason for the rapid introduction of electric refrigeration on a volume basis? It has been the following:

1. Its inherent appeal to the public peculiar to itself alone, a characteristic which every article possesses in distinction from every other article.
2. The tremendous investment which has been made in selling and advertising expense each year for the last several years by manufacturers, distributors, dealers, central stations, etc., totalling many times what has ever been expended in promoting the sale of electric ranges.
3. It has been due to the losses which have been incurred by most of the above mentioned agencies as a result of these expenditures, since to date there has been little or no profit in the electric refrigeration business, although there has been probably not less than \$300,000,000 invested in it.

If manufacturers, distributors, dealers and central stations had invested the same amount of money in the electric range business that they have in the electric refrigeration business, electric cooking would be quite a different story.

On the other hand, the willingness of manufacturers, distributors and dealers to make such tremendous invest-

ments in this field is due to the appeal of the electric refrigerator and their confidence in its future. Undoubtedly, they would be willing to do the same thing for electric ranges, if they had the same amount of confidence in its future, which, in turn, they would have if it had the same appeal.

It is doubtful if any manufacturer of electric refrigeration has made any profit to date, although they have invested in this business probably over \$200,000,000 all told, a considerable part of which is undoubtedly sales and advertising expense which is capitalized.

In short, therefore, while your suggestion as to electric ranges is good so far as it goes, it presents some rather perplexing problems in carrying out such a suggestion, and it is questionable if the results of carrying out such a suggestion would be anything more than the increased volume induced by reduction in price.

I might add that in many localities for many years the equivalent of this reduced price has been in effect, since central station companies have either been selling ranges at reduced prices equivalent to free installation cost either in their direct sales or by the assistance they have rendered dealers in doing a large part of the selling job for them, or by doing both in connection with their direct sales and dealer sales.

It also has been shown that these methods have resulted in increased sales, proving, as we might well conclude, that anything which has the effect of reducing prices is contributory to increased volume.

We still have the fact to face, however, that electric refrigeration has made its present rapid progress without any such reduction in price, and in a price field which is really at a disadvantage as compared with electric ranges.

H. E. Young.

Mr. Brainard's Letter (Continued)

units in the house, another that the gas company will pipe a house for gas. However, I do not believe that either of these cases is parallel to electric wiring in the home, inasmuch as they involve much less expense and are in no way connected with other services as is the electric cooking, which is part of the complete electric home wiring to serve lighting, refrigeration, cooking and other electric services. In other words they have a set installation to make and there is no question as to the stopping place. If we are to install an electric cooking unit why should we not go further with our wiring which delivers electric service for other uses. I can see no stopping place.

Another comparison that may be made is that in order to sell a coal range it is necessary that a flue be built into the house. This is done when the house is built, which is true, but why should we not be able to educate builders to wire for electric ranges just as they were educated to build chimneys for the use of coal stoves. In fact I know of one case, that of a contractor building several homes for resale. He was convinced that he should wire them for electric cooking because he could eliminate the installation of one flue and his cost for electric wiring was less than the cost of installing the flue.

If we are convinced that electric cooking is a better service than can be rendered by any other fuel, and I believe it is, and we can tell our story strongly enough, I believe we can sell electric ranges in spite of the cost of installing. In order to accomplish this I think we must sell electric cooking and not just electric ranges.

L. W. Brainard.

Giving the Contractor-Dealer ELBOW ROOM



When E. W. Edmonds, Cincinnati electrical contractor, sells a wiring job, he's there bright and early with fixtures in his car to get the rest of the possible business. "Spent half your time selling, a quarter estimating, and the rest supervising," says this Kentuckian, who wired an army post in Waco during the war. "Never touch a tool—or you will lose money." He's one of Cincinnati's electrical men who needs elbow room to grow in

A STORY is told of a man in London who sought new lodgings. "My dear fellow," he complained to a landlord who showed him an apartment, "this room is not large enough to swing a cat in."

"I agree with you," replied the owner, "but couldn't you take up some other form of exercise?"

Cincinnati, Ohio, is not alone in having limited elbow room for its electrical contractors. Possibly 250 are earning a living in that hill-fringed "Queen City." Some 50 belong to the contractors' division of the Cincinnati Electric Club. With the wane of the building boom the number of jobs has sharply declined. It looked as if some of the smaller contractors were going to be forced to take up some other forms of "exercise" than pliers and screwdriver afforded.

The Union Gas & Electric Company appreciated that the smaller contractor-dealers needed more room for growth. They held promise for the future. Not lightly was Napoleon's maxim, every soldier carries a field marshal's baton in his knapsack, to be disregarded.

Until early in 1929 the company had been actively competing with these contractor-dealers in soliciting wiring and fixture jobs. Appreciating, however, that the growth of energetic contractors would in the long run stimulate its own business, the company recently turned its entire contracting business over to the dealers.

"The Union Gas & Electric Company has eight men soliciting fixture and wiring jobs," says Lawrence E. Coen, manager of the Cincinnati Electric Club. "These orders are financed by the company and turned over to us to distribute through our contractor and fixture divisions.

"Judging by the fact that the Union Gas & Electric

The Union Gas & Electric Company, Cincinnati, is distributing wiring and fixture jobs through the Electric Club

Company did some \$200,000 worth of this sort of work in 1929, membership in the club certainly promises profitable returns in 1930."

A finance charge of 12½ per cent on wiring and 20 per cent on fixtures is made by the central station. Contractor dealers receive their money immediately upon completion of the work.

That the future promises much more work for the energetic contractor dealers is shown by the census recently taken on outlets. Here is what it showed:

19,102 homes; 4.84 rooms per house, excluding bath, cellar and sunporch; 8.22 lighting outlets per house; 2.12 convenience outlets per house.

Cleaners, washers, irons and percolators are not going to hum, clean and whatnot unless there are sufficient outlets, and the Union Gas & Electric Company has 10 men on the job selling convenience outlet jobs. In soliciting re-wiring jobs in old houses they often come across some in which gas jets have been blazing since Civil War days. The energetic man has a type of work to go after that is relatively unknown in the west.

The writer drove down precipitous hills and through winding, twisting roads with E. W. Edmonds, a Cincinnati electrical contractor, to see how the work was done.

"I SPEND half my time soliciting business," Mr. Edmonds declared. "I'm glad to get orders from the central station, but never lay back on my oars and wait for them. See that old place? Well, it had electricity in the halls. I finished wiring the house."

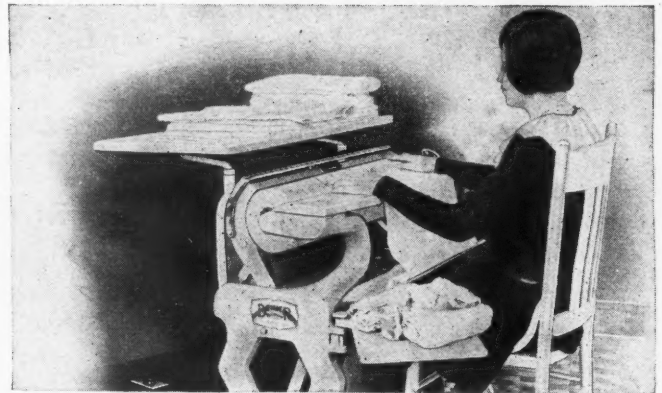
The "for rent" signs in the windows have forced owners of old properties to modernize them. Through friends, mailings and work of mouth, Mr. Edmonds hears of new work. "I never solicit 'cold,'" he says. He keeps a card index and jots down all property transfers he sees in the newspapers, for a sale means remodeling. One fourth of his time is devoted to estimating, the balance to inspection. He loses money every time he touches a tool, he says, and keeps on the jump so that his three journeymen will continue busy.

On every wiring job Mr. Edmonds solves the fixture matter in a hurry. Loading his car with samples of different finish, he's right there before any customer can think of putting on his hat and going down town to look over some stock. Finding his thought anticipated, nine out of ten times the sale is made right there on the door step.

Getting Back Home



Table tops and clothes supports feature some of the more expensive makes of ironers.



Ironer sales will wash public into

By William



Ironers with supporting legs or base offer many advantages to the customer with ample room. Many such ironers find their place in the sewing room or large kitchen.

the ironing, and the laundry ran away with the prize.

As one of the merchandising leaders in the industry recently told me: "I want an ironer because there are thousands of rows of houses filled with 60c. a bag damp wash customers that we can't touch with a washer canvass—but I believe that by selling them a moderate priced ironer they will in time become washer prospects again. The salesman, with the addition of an ironer to his line, can afford to recanvass these districts and pick up the stray washer sales in these

neighborhoods too, and the industry will again get a complete selling coverage."

In my recent visits calling upon the washing machine manufacturers, I found that almost without exception, they are either building or anticipating building a line of ironing machines.

A typical example is a washing machine manufacturer in Illinois, who a year ago spent an hour telling me that the ironing machine business was so hopeless, he would never invest another cent in it. I recently saw him again, and he was just beginning factory production on three new ironers. Today, even electrical wholesalers are asking their favorite manufacturers how soon they can furnish them a portable ironer.

The thing that has caused all this change is the unmistakable demand of the customer for a complete laundry job. Realizing that the future of the industry

INITIALLY the female emancipation from the wash-tub took place so rapidly and furnished ripe prospects to the washing machine dealer in such abundance that he prodigally, although unconsciously, shared them with his arch competitor—the laundry. Now he wishes he had them back, but how is he to get them?

As it was recently pointed out in this paper, the laundries have shown a greater increase in business than the washing machine industry. This put the problem squarely up to the electrical manufacturers, and I believe they have already found the solution to this problem. It lies in doing a "whole" job.

It was impossible to solve a problem by solving half of it. To the housewife the Monday's chore was twofold, and while the manufacturer was trying to make her believe that a washing machine made Monday's work a joy, she did not forget that after the washing came

Laundry Business

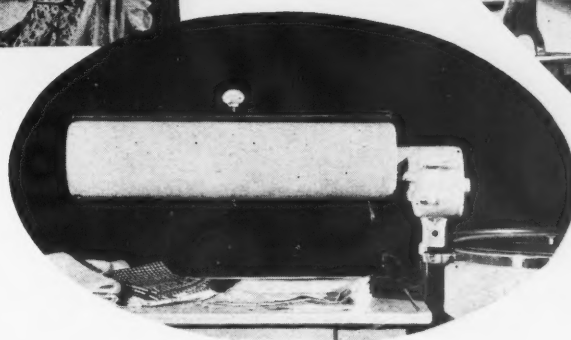


The portable model ironer lends itself to small quarters and has a great future as a canvassing proposition.



Ironers are not generally used in the basement laundry. Clean and good looking it finds a place in the living quarters of the family.

turn the wet washer prospects



M. Emery

depends on this completeness, it is not surprising that some manufacturers are contemplating a policy of insisting on their dealers selling a certain quota of ironers along with their washers, to hold their franchises. Of course, there is probably a better method than "insisting" or compelling, but still the basic attitude is not surprising.

There are three general types of ironers being built, each with a distinct place. The wringer type, the portable type and one with its own supporting legs or base. In this last type we will see open models, enameled table top models and wood console types. Every manufacturer is building either the portable or leg models or both and some the wringer type also.

THE wringer type has a peculiar position in the merchandising set-up. It sailed in on a wave of popularity, because it was sold on an additional value basis. Instead of asking the customer \$150 for a washer, the salesman combined the wringer ironer with a \$100 machine, and told the customer that he would accomplish both the washing and the ironing for the usual price of the washer alone. This is illustrated by the fact that very few wringer ironers are sold with machines retailing at \$150 or more. This popularity may last only so long as the customer is price conscious at \$150. It is interesting to note that on this basis of selling, the customer is not so exacting as to the efficiency of the ironer, and is usually quite satisfied when it does her sample flat pieces. The wringer type without the washer does not lend itself easily to canvassing. It is not usually demonstrated in stores. It is sold primarily with the washer.

While the wringer type has been and will be a wonder-

The wringer type ironer is an important factor in missionary work.



ful factor in popularizing ironers, it is generally admitted, even by the leaders in the industry, that the wringer type will never be the backbone of the trade. It represents however a real step in the development of greater public consciousness. So much so that we may logically expect many of the present wringer type owners to be prospects in a few years' time for larger ironers.

(Please turn to page 78)

Sales of Ironing Machines 1929

126,000 (all types)

Retail Value\$9,637,000

580,000 in use

(2.9% market saturation)

HE Gets the

Newspapers alone are used by Arthur C. Brandt of the Brandt Electric Co., St. Louis, to bring trade into his downtown store. He likes to feature newsy bargains.



You Can Now Buy the Famous 1930 Model DECKER WASHER at an UNUSUAL SAVING

\$99.50 Cash Price

Take advantage of this Sale and also Receive **FREE** 2 Drain E. Z. Tubs and 40 10c pkgs. of Rinsos.

BUY NOW! and Receive FREE 2 Drain E. Z. TUBS

A Washing for Five in LESS than ONE HOUR

This wonderful, new, work-saving washer handles 12 shirts or equivalent in six minutes and it wrinkles the CURS AND COLLARS absolutely clean without prepping or soaking. It has million-minute speed, easy operation, long life, and can be bought on

Special Terms of \$2 Per Week

Some of the Outstanding Features of the Decker Washer: Lifetime Service; Never Needs Oil; Graceful Design; All Porcelain Tub; "See You or Green"; New Double-Drain Trough-Type Wrenger; New Sanitization Rubber Roller; New Type Washphone Motor.

Come in and See This Marvelous Washer in Action!

Brandt Electric Co.
904 PINE SERVING THE HOME ELECTRICALLY SINCE 1886 Chestnut 9220

Arthur C. Brandt

President of the oldest electrical house in St. Louis, tells how he meets competition.

Merchandise that can be strikingly demonstrated is favored by the Brandt Company, as are new items with improvements which make what has gone before seem obsolete. An exception to the company's general experience on the value of demonstration was the pretty girl angle in showing off exercisers. "The crowds came to see the pretty girl and not to buy," declared Mr. Brandt.

Items that have an emotional appeal go better than those that are merely useful, it has been found. An example was the bathroom scale. Somehow the fear of gaining weight spurred women into action at that time, and they bought scales where they passed by useful articles.

LOCATED on a street a square away from Olive, the main thoroughfare, the business is convenient to that vast, fanlike radius of customers who come down town from St. Louis and suburbs. Newspapers alone are used to bring them in, without the help of direct mail. A constant series of tempting leaders, radios as well as electrical goods, invite the shopper to walk that extra block to the store. Known to St. Louis for more than a generation, Brandt has a large conservative following, whose good will is carefully guarded.

"We recently abolished our crew of outside salesmen purely in the interests of preserving this good will," stated Mr. Brandt. "With business two-thirds of normal, a number of our commission salesmen could not earn enough legitimately. Naturally they begin putting on a little high pressure, with its ensuing grief. The total volume from outside sales was nice, but we decided that our standing was more precious than a few sales."

THE Kilkenny cats have made their backyard fence a classic place for competition. St. Louis, too, may modestly claim to be a place where the going is fast, if electrical dealers may be believed. The man who uses St. Louis streets as trenches for his business battle has to have dander, throttle wide open, tail over the dash board, or any mixed metaphor you may prefer.

In 1886 Frank Adam Electric Company was established at 904 Pine Street. The Brandt Electric Company is its successor and the business which has been continuously operated at this address has seen department stores swing into the appliance business, has watched the central station open branches. Yet a 46.2% gross profit from operations in 1929, netting 10%, is eloquent proof that Brandt strategy has measured up.

"The electric store still has the advantage of being quicker on the trigger," says Arthur C. Brandt, president of the organization. "For instance, when a new specialty appears on the horizon, such as the small radio called the Echophone, we are in a position to take it up quickly and give it a play while the larger organizations are thinking about the matter. There is no gainsaying the advantage of striking while the iron is hot, and we are glad we can do so before the bigger fellows."

JUMP *on the* Big Fellows



Washers offer a "bread and butter" business to the firm, which carries its own finance paper. Last year a set of rinse tubs given with a \$79.50 washer actually sold \$99.50 and \$165.00 models, people preferring the higher priced items on inspection. This spring a similar campaign is being run on \$99.50 washers. Decker, Triplex and Graybar are among the makes offered.

With radio, Mr. Brandt says he simply "goes along," and did an \$8,000 business in February, which was about two-thirds of 1929, and below 1928, the firm's best year.

When bargains are offered, the Brandt Electric Company is among the first to offer them. Carrying Radiola, Victor, Majestic, Atwater Kent and other makes, no special favorite is pushed. The years of standing enjoyed by the Brandt Company with its customers gives its word and recommendation value, and this it is careful to protect with worth-while merchandise.

The value of this confidential standing with its customers is shown by the 46.2% gross profit from operating last year. Part of this, of course, was from repair work. Mr. Brandt states that his selling expense in 1929 was 36%. Advertising ran 8.4%, rent 4%, automotive, 5%, office salaries and expenses, 3.9%. There were no bad debts.

Through long years in one location, when electricity was more or less of a novelty, women of St. Louis have come to think of the Brandt Electric Company as a mecca for repair work, and almost instinctively bring their injured irons and apparatus in for mending.

Doing one of the largest volumes of electrical business of any specialized store in St. Louis, Mr. Brandt credits it to ability to "turn around quickly."

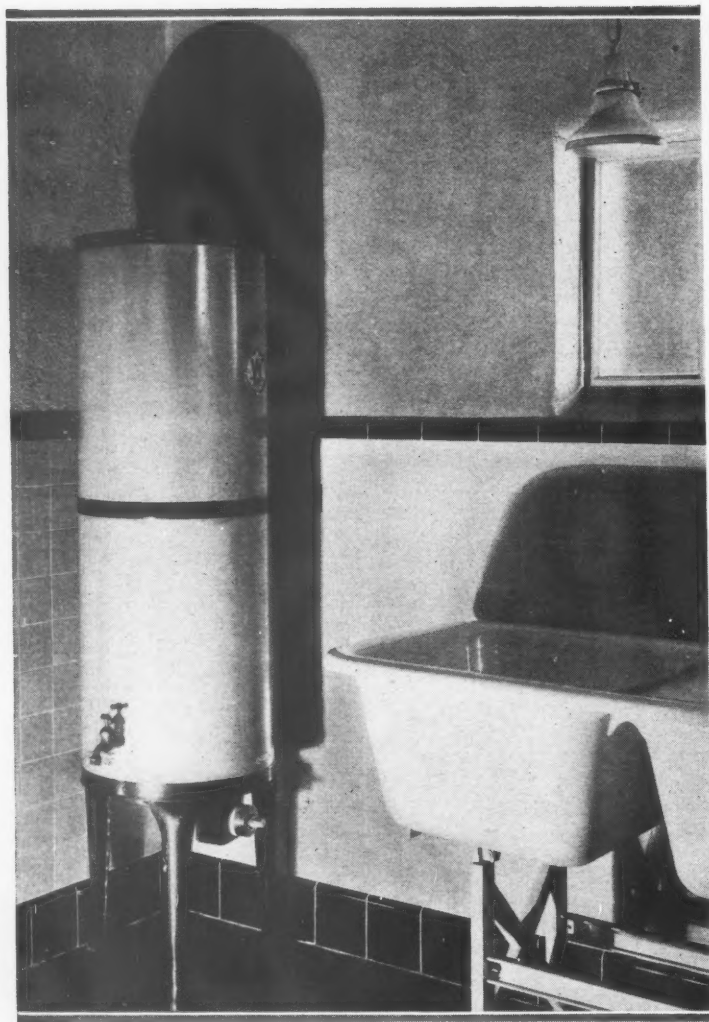
Curtains shut off the radio listeners from the businesslike washing machine customers. One is art, and the other is practical, and they do not mix, Brandt feels.



"What will make men and women jump off the street cars near our door?"

6,000,000

In 15



The water heater is no longer in the experimental stage. It has been commercially perfected to the point where it is merchandise. As such, it provides an attractive proposition, both from the standpoint of merchandising profit and load-building.

FOR many years electric water heating did not receive serious attention except where other means of heating water were not to be conveniently applied, or where available electric supply was extremely low in cost and almost, as it were, a bi-product. Today, the picture is quite different. Improved design and better understanding of rate structures and practical equipment have revealed a large and potentially profitable market. There is still some difference of opinion, largely due to differing economic conditions in particular localities, sometimes a result of lack of fundamental knowledge and understanding of the real economics of the water heating problem. In the past, water heating has largely been a local problem. Many have not fully realized that the low kilowatt-hour rate needed to develop a permanent, because satisfactory to the customer, hot water service generally can only be supplied when this service is either accompanied or preceded by the necessary local transformer and wiring capacity which will have already been provided for range and other service. Sound eco-

nomic practice also, even with a suitable rate schedule, will usually call for limitations of the demand capacities of the heating elements, and may call for some (although comparatively small) limitation as to the hours of use, so that the total investment for the home service may be kept within such reasonable bounds that the financial return will be adequate. Even with these practical limitations, it does not seem unreasonable to expect that eventually at least twenty per cent (20%) of American homes can and will use electrically heated water; and that, due to the adequacy and convenience of the service, the average revenues from many consumers who have become used to *real* hot water service will steadily increase as has the use of electric illumination. We should not forget, however, that equipment as well as rates must be up-to-date and intelligently selected, both as to service to be rendered and the cost of that service to the customer, as well as company investment ultimately to be required on the part of the service company.

The importance of the range in connection with the water heating load is indicated by the fact that the combined range and water heating services, when properly applied, will in most cases produce fifty per cent of the practical revenue to be derived from the typical electrically equipped home, and that this fifty per cent, independent of everything except the loads now served, will quadruple the revenue now received from the average electrically connected home of the country. In outlying districts, the problem when understood is comparatively easy. In congested districts, especially where smaller, poorly ventilated apartments are rapidly increasing, family health, consequent increased efficiency, and in many cases lower doctors' bills, may be real incentives for use of clean, wholesome, and effectively applied electric energy.

If we go at the job in the right way, is it unreasonable to expect that in fifteen years, of the thirty million homes at that time connected, twelve million will be receiving electric range service, and that twenty-four million of these can use electric hot water service with advantage both to themselves and to the service companies? Recent improvements in both ranges and storage

Years— Heating GOAL

water heaters appear to have made this a real possibility, provided the industry as a whole realizes and follows up its opportunity.

The National Electric Water Heating Report is well advanced, but has been delayed to complete necessary diversity and service tests in various sections of the country. This report will be ready in the near future, and should be of material assistance in laying out sound procedure such as will result in the greatest development of the valuable electric water heating load without undue delay.

The
Water
Heating
GOAL

By

Norman
T. Wilcox

of Stone & Webster Service Corporation,
Chairman, National Electric Water
Heating Committee, N.E.L.A.



Now—

We Can Merchandise the Water Heater



By W. L. Frost

Merchandise Manager
Southern California Edison Co.
Los Angeles, Calif.

WITH the introduction of the completely assembled water heater—tank heater element, insulation and all plumbing connections and fittings, ready to connect to the cold and hot water supply lines—the difficulty

and complication which had previously attended the sale of water heaters were substantially eliminated.

From a merchandising standpoint, the complete heater means a retail sale of from \$100 to \$250 instead of from \$40 to \$90. These complete tank type heaters now supply by far the greater number or requirements, and we are actually making less sales of circulation elements only than ever before. Also, arrangements are being made whereby we can replace, on a fair basis, present

circulating types with a new complete tank type heater.

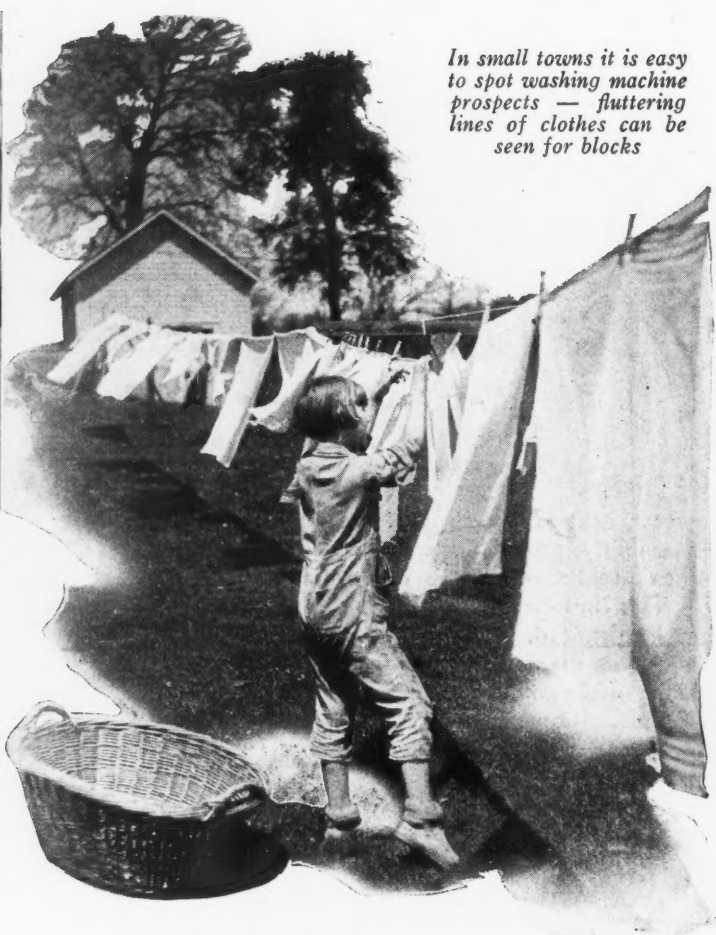
Our domestic consumers are now thoroughly sold on the idea of electric cookery—purchase of a range depending usually on other factors than the existence of the desire. With water heaters, however, we are still in the stage of introductory selling, and every water heater or practically every one has to be sold, and sold by good hard work. It is our opinion, however, that 2,500 water heaters could be merchandised on our lines during 1930 at a probable net purchase price totaling over a quarter of a million dollars, if sufficient intensive sales promotion work was put into the business. It is thus readily seen that the volume possible would warrant quite a bit of effort from a standpoint of our merchandising.

45,000

Water Heaters

Sold in 1929

In Use.....200,000
(All Types)



In small towns it is easy to spot washing machine prospects — fluttering lines of clothes can be seen for blocks



"I'll Think It Over"

C. A. Nash
Sales Manager of
the United Light &
Power Co., Daven-
port, Iowa.



John Pierce goes bouncing out of Davenport in this truck to call on the small town trade. Being an ex-baker he swaps recipes with the women folk

NOT long ago a man drove in over Iowa roads to the Davenport offices of the United Light & Power Company, leaped from his car and asked, "What kind of a figure can you give me on 17 electric refrigerators?"

Slightly amazed at the size of the retail order, the floor man inquired as to where he wanted them delivered.

Port Byron is a town of a few hundred souls: It turned out that the caller was the community's only ice man. When his two largest commercial customers

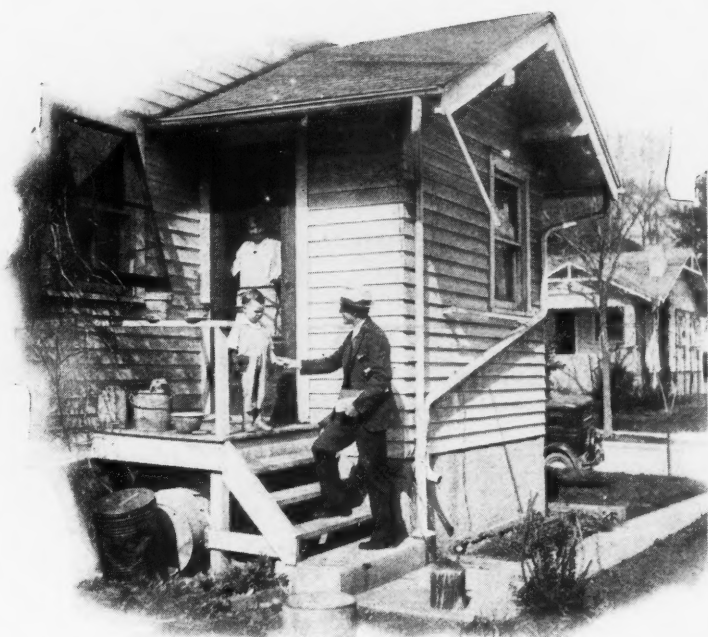
put in mechanical refrigeration, he found his route unprofitable. Deciding to discontinue, and not wishing to leave his old neighbors in the lurch, he recommended electric refrigerators to them and came to Davenport with a blanket order in his pocket.

This incident, points out C. A. Nash, general sales manager of The United Light and Power Engineering & Construction Company, illustrates the predicament of the small town today. The citizens are out on a limb so far as community conveniences are concerned, and likely to suffer interruptions any minute.

How would you like to own a fine home, with spacious lawns, a flower garden that would be the apple of a city man's eye, possess a big shiny automobile—in short, outwardly have every appearance of comfort—yet be a slave to the slow, creaking ice wagon, have meals prepared in a fiery furnace of a kitchen, and housework the burdensome chore that it was a quarter century ago.

The small town dweller is about in the position of the man who died and went to Hades, which he was surprised to find an exquisite country club, situated in a sunny, forested valley, filled with rippling brooks. He admired the spacious clubhouse, thanked his host for his snappy golf togs, and hurried out to the green. Wagging

A market with problems of its own—but the wide open spaces yearn for electrical home comforts, according to C. A. Nash



says the Small Town

a club, he asked for a ball. "There aren't any balls," replied a fellow member. "That's the hell of it." While small-town life outwardly looks lovely, there's a "catch" in it—lack of comfort-bringing appliances.

THE MARKET

FAMILIES in small towns are often adult, due to retired farmers moving in and grown-ups remaining behind whose children have gone to the city. There are only so many good jobs in a small town, yet the salaries, while small, are regular. Rent runs from \$20 to \$30 for a house, according to S. J. Otterbein, sales supervisor for the Davenport central station. A man pays \$30 to \$35 for a suit of clothes, he says. Incomes are from \$100 to \$150 a month for working men, with the more prominent citizens earning much greater sums.

The community of 1,000 to 5,000 is wired for electricity. Gas lags behind in most places. The coal yard, the corn cob pile and of recent years the oil tank has been the source of warmth. In the average kitchen the old range stands, fired by cobs for a quick heat. Kerosene stoves are employed in better grade residences in summer.

Here is the habitat of the real radio fan. True, there are picture shows, talking ones too, but programs do not change often and bedtime still comes early.

Never forget you are selling to a market whose byword is "I'll think it over" or "I'll look around

a bit"—this is the advice of such men as Joseph Schilling, commercial manager of the Des Moines Electric Light Company, and V. O. Stafford, sales manager of the Sioux City Gas & Electric Company. J. R. Whitsell of the St. Joseph, Mo., Railway, Light, Heat & Power Company, also subscribes.

Men accustomed to purchasing from mail order catalogs and owning unhurried leisure cannot be sold quickly. The technique of merchandising in the small town lies in letting the customer take his time. He cannot be high pressured without danger of a flareback. Once sold, however, the sale "sticks."

As to just what price level of merchandise the small town prefers is a subject of debate even among men who are closest to the market. In the matter of washers Joseph Schilling of Des Moines and V. O. Stafford of Sioux City recommend the \$99.50 top as the best bet for bringing in the prospects.

On the other hand the Iowa Public Service Company, which operates in the typically small towns of Humboldt, Eagle Grove, Clarion, Emmetsburg, Cherokee, Carroll, Sheldon, Mapleton, Sloan, Correctionville, LeMar, Forest City, Storm Lake and Waterloo, is conducting an interesting campaign toward introducing the \$165 washer, featuring the damp drier, which is new in this territory.

THE RIGHT PROPOSITION

ALL central station sales managers talked to by the *Electrical Merchandising* representative waved their hands in horror at the merchandising plan built around specialty, high pressure sales crews, with the central station acting merely to fill orders.

"We have to live with our customers after the job's done," declared E. J. Otterbein of Davenport. "Frankly, we would rather have one sale right, than five high pressured.

"I think the right way to enter the small town territory is by having the central station hire a local boy who knows a lot of people. Take him to the factory training school if you want to, and teach him the fine points. Then put him on the job and don't expect him to burn up the town. He's used to the small community habit of thinking it over and 'letting us know.' He can talk about the chickens, inquire how old Grandma Wetzel is feeling, and when he sells, there is no comeback. A direct mail campaign to prepare the way is certain of more careful reading and response out where the towns are a little smaller."

DAVENPORT'S COUNTRY TRUCK

JOHN PIERCE, an ex-baker and a friendly soul, drives the truck that serves the small townsfolk who buy electricity from the Davenport central station. His stops are more like neighborly visits than solicitations. Nightfall has seen him stirring up a batch of waffles to sell a \$9 waffle iron. His brawny arms have mixed cakes in hundreds of homes far from the concrete roads. Once, sent to install an electric range, his word of mouth recommendation sold an electric refrigerator, sight unseen. Always he calls back to see how the purchase "is working" and incidentally learn what neighbors were interested in it. It is from these chance remarks that he reaps many a new prospect and sale.

Plain folk, these people in the small towns. Responding to an interest in their children, their gardens and their homes—not difficult to sell and offering an oasis of orders at the end of the power lines.

British Columbia Company Sells Electrical Homes By Group

THE idea of outfitting a home complete at one time is not new to the householder. He is accustomed to purchasing a complete equipment of plumbing, including piping throughout the house, bathtub, washstand and kitchen sink, all at one time. Young couples who are fortunate enough to start housekeeping on their own usually cover the furnishing needs of their homes in every detail in the first purchase, even down to the rugs and curtains.

More than once has the electrical industry discussed the advisability of selling electrical equipment to the household in the same way. Why not cover all the principal needs of the home at once, making terms if necessary and a long-time contract which will enable the householder of ordinary means to carry the burden? This is exactly what the British Columbia Electric Railway Company, Ltd., of Vancouver, B. C., has set out to do. That is to say, it has not given up selling individual appliances to households where they are needed any more than the furniture stores have given up selling bedsteads or occasional chairs in unit lots, but it is encouraging the sale of a complete "electrical home" wherever the customer is so circumstanced and has arranged for contract terms which make this possible and attractive.

The basis of the new plan is the low down payment

\$500 CONTRACT

Down payment.....\$25.00
36 monthly payments of..... 14.90

Total.....\$561.40

\$750 CONTRACT

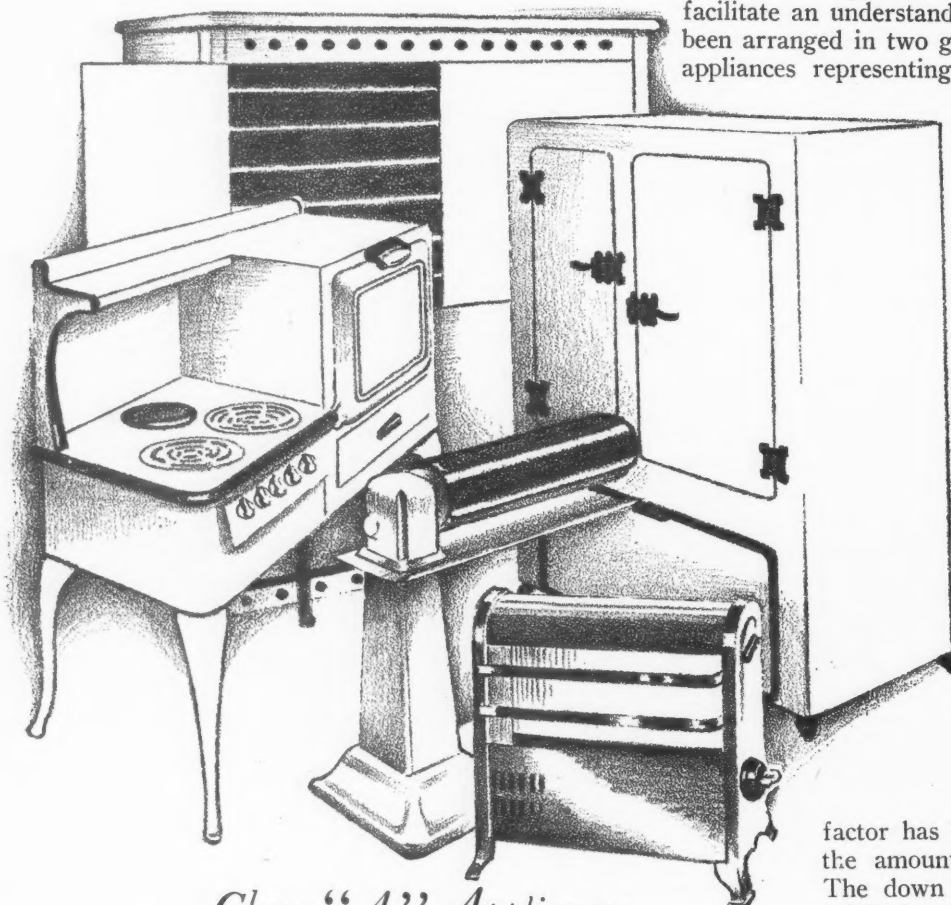
Down payment.....\$37.50
36 monthly payments of..... 22.30

Total.....\$840.30

\$1,000 CONTRACT

Down payment.....\$50.00
36 monthly payments of..... 39.70

Total.... \$1,119.20



Class "A" Appliances

(At least two Class "A" appliances must be included in each group contract)

RANGE ▲ ▲ REFRIGERATOR ▲ ▲ ROOM HEATER
IRONER ▲ ▲ CLOTHES DRYER

and long-term contract which is available on "group" purchases of appliances amounting to \$500 or over. To facilitate an understanding of the plan, appliances have been arranged in two groups, "A" and "B," group "A" appliances representing those which are large current consumers, such as range, ironer, air heater, etc., while group "B" includes as well motor-operated devices in occasional use such as washing machine, vacuum cleaner and the like. It is provided that at least two "A" appliances must be included in the purchase. (See illustration.)

The inclusion of two class "A" appliances entitles the purchaser to the benefits of the special "Electric Home Contract" which permits of immediate delivery of all the articles purchased on a small down payment, with monthly payments running over a three-year period. The average down payment required is 5 per cent, with interest charged at 8 per cent on the balance until paid. For convenience of salesmen in handling these figures a simple factor has been worked out which will give the amount of monthly payment required. The down payment is subtracted from the original sum and the remainder, multiplied by 3.126, gives the figure which the purchaser is obligated to pay each month. Some typical contracts are shown above.

The plan was originally intended to meet

Contracts

the needs of those who were buying or building new homes, but it adapts itself to any situation where there are a number of household needs to be met.

THE British Columbia Company, according to E. E. Walker, sales engineer for the company, has six crews of outside salesmen operating in the Vancouver territory. Each of these has its own specialty, such as ranges, water heaters and air heaters, refrigeration; washers and ironers; vacuum cleaners and health motors and the like. This means that each of these crews has its own method of approach and its own sources of prospects. Most of its sales will be in the particular field in which the salesman is specializing, but whenever occasion offers, the crew is expected to broaden its opportunity and to sell the idea of a "home electrical." Not every salesman is wise enough to take advantage of this opportunity, but some of the older and more experienced men have had excellent success in pushing this plan. This means that the number of appliances sold to one customer has been worked up from one to two, three or more, with corresponding returns to the company and increases in the commission allowed the salesmen.

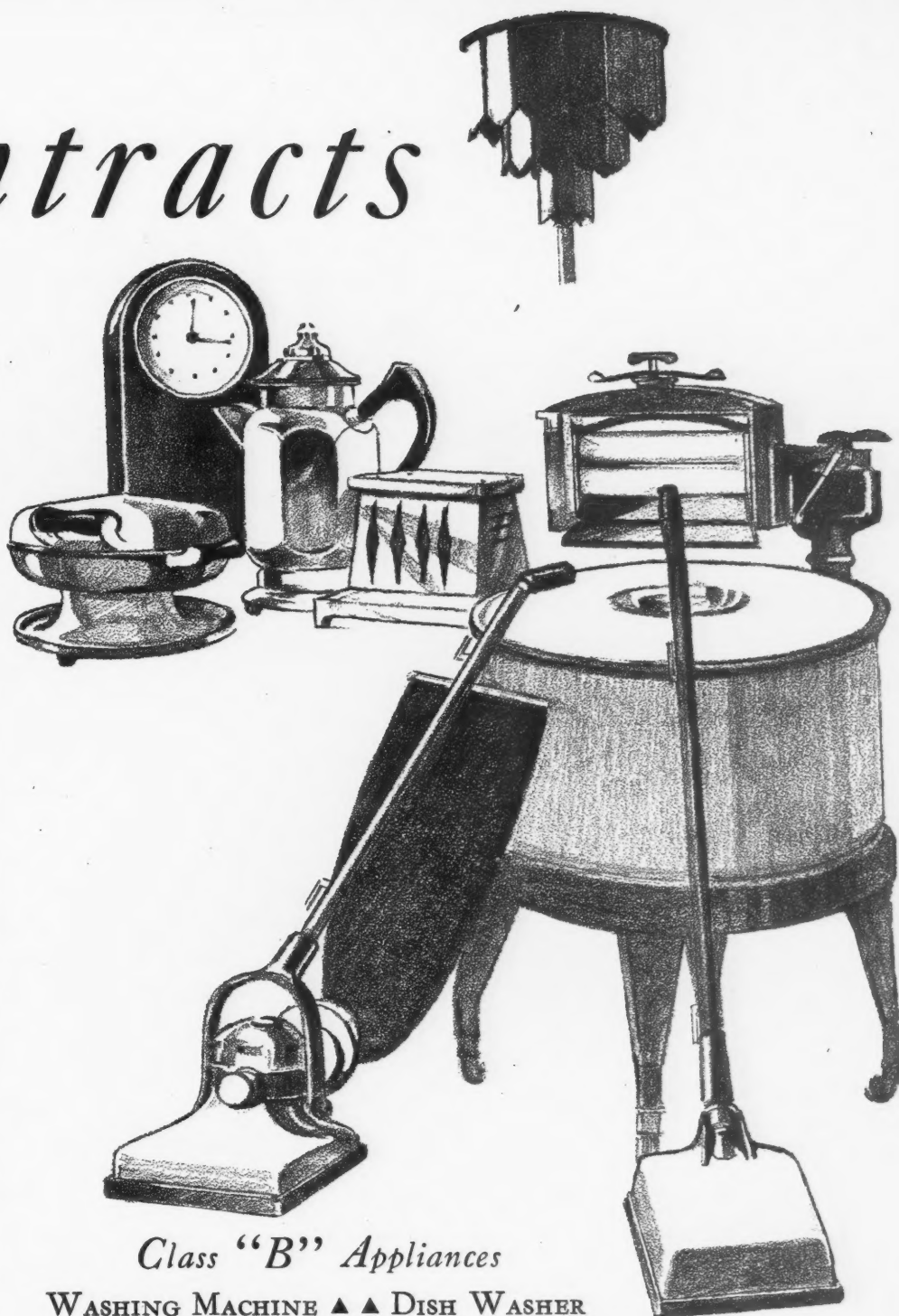
During the first six months' trial of the plan, with no special advertising, other than to mail pamphlets outlining its possibilities to builders of new homes, fifteen "electrical home" contracts were signed.

The usual amount of range and water-heater wiring may be included in the group appliance contract, but if anything unusual is required, this must be O.K.'d by the company and a larger down payment may be required. The regular lien agreement form is used. Appliances

sold on this plan are sold at regular list prices with full profit included.

The customer has the benefit of purchasing a number of appliances and enjoying their use with a down payment not much larger than that required for the purchase of one and with monthly payments which are no greater burden than were he buying the appliances in succession.

The power company, on the other hand, has the full number of appliances in operation on its lines over the entire period and furthermore is assured that the purchasing surplus of the family for three years is devoted to electrical channels.



Class "B" Appliances

WASHING MACHINE ▲ ▲ DISH WASHER
 ▲ ▲ FLOOR POLISHER ▲ ▲ LIGHTING FIXTURES ▲ ▲ WATER
 HEATER ▲ ▲ TABLE APPLIANCES ▲ ▲ KITCHEN HEATER ▲ ▲
 CLEANER ▲ ▲ SYNCHRONOUS CLOCKS

Why WE Should Be Interested in



H *health*

*Some pertinent
remarks on the
place of ultra-
violet lamps in the
merchandising
program*

THE rapid advance in the manufacture and promotion of the various types of Ultra-Violet Generators has created a widespread interest, both scientific and popular, in the general subject of radiant energy and its possible value to industry and public health. On the other hand, the development of exact and reliable information regarding Ultra-Violet Rays has been slow and much of the information available has been bound about by ethical protection on the one hand, and buried by a secret, mysterious and often fantastic phase on the other. This is a natural consequence of the tendency of the scientist or physician to give only tested and cross-checked information, and the contrary attitude of sensational writers who have seen in this marvelous energy a series of good human interest stories. It is to the promotion of health appliances that we are greatly indebted for forcing an early and more general interest in the various uses of radiant energy in health treatment. Those manufacturers who have scrupulously held to proven facts have been—and are—expending money liberally in carrying these facts into public channels and in checkmating less scrupulous advertisers though encouraging every form of legitimate promotion. This latter is the class into which the Central Station merchandise departments naturally fall.

We are certainly interested in any load-building appliance which does as good a job as an Ultra-Violet Generator, provided we can be satisfied that our customers are receiving benefits equal to the representations made

by our advertising and that of the manufacturer. I have always maintained that if the Central Station company does not enter into the field of a new device such as this (if it has any financial backing at all and promotion is continued by the manufacturer) it will fall into the hands of retailers who are less interested in the after effects than in immediate profits. The Central Station has a responsibility toward fostering the use of new and worthy applications of electricity even beyond the merchandise which it sells. There are those perhaps who would say that we are not responsible for articles not sold by us; however, let us remember that any electric appliance doing damage or failing to perform its intended duty, will result in that customer becoming unsold on electrical appliances in general, placing another obstacle in the path of general utilization of energy in all of our customers homes. We must, therefore, as I say, take an active interest in the promotion of all electrical appliances having a sound reason for acceptance, and promote only the highest grade apparatus offered in its particular field.

AND what class of goods is there which has had a more rapid promotion recently than the Ultra-Violet Generator? First there were the mercury vapor arcs used only by physicians and in hospitals; then the development of carbon arcs, first by small companies and later by the largest carbon people in the field—together with high grade reputable appliance manufacturers who saw the possibility of such apparatus and the need for it in

By
E. A. Edkins

Manager Electric Shops
Commonwealth Edison Company, Chicago

DEVICES

their lines. As soon as the carbon arc people began to sell their product to an ever increasing number of customers for home use, the mercury vapor folks saw the possibility of a home type in their line—and we now have home models in the mercury vapor arc offered for sale. In addition to these two there has come the bulb type activated by a mercury filled lamp of Corex D. Glass. It is the opinion of the writer that this latter model will not remain long in its present form but rather will spread to the use of these bulbs in lighting fixtures for solariums and will be included in many different types of overhead illumination. This may be in the near future, but as soon as the public becomes fully aware of the fact that sunlight is health—and that city people get very little natural sunlight, they will begin to demand the artificial.

THE one thing, however, which I must recommend is that the salesman charged with this branch of the work be given some *real* training and education on the subject. He cannot merely be transferred from the Employment Division or the Lighting Fixture Campaign Crew to the sale of Ultra-Violet Generators because there is need for a man, and this chap is willing to go—*without training*—into the field to sell the lamps. He should be made to acquaint himself with the elementary principles on which any customer has a right to get information. He should be cautioned repeatedly not to over-sell—not to make representations which are either impossible of accomplishment because of the limitations of the apparatus or are contrary to your company policy. In other words, he should sell this apparatus with the same degree of expertness and care that your lighting engineers sell factory or home illumination and with the same enthusiasm and knowledge of his affairs as the radio salesman who by no means guarantees distant stations at high-noon, or gives a bond against the possibility of obsolescence in the model being purchased. It is just as silly to recommend that an Ultra-Violet Generator is a cure-all—as it is to state that a 600- or 1,000-watt house heater will give as much heat in a home as a hot air furnace.

I do not believe we should sell these machines as specifics for cure at all, but rather should promote the use of artificial sunlight in the home to keep healthy, to tone up, and to take advantage of the life-giving properties of the sun in our homes where so little sunlight is ever present. It seems to me that first we should appoint certain men in our organization to satisfy themselves that there is benefit to be derived from this means of disseminating artificial sunlight. This can be accomplished from the actual testing of the apparatus with instruments for the purpose, or essential information can be obtained from high grade sources such as those published by the Depart-



ment of Commerce, Bureau of Standards, or by articles appearing in "Transactions of the Illuminating Engineering Society"; data published by Dr. Lukiesh and others. Some universities in this country are maintaining departments for the investigation of this subject. They are helping to give the answer to the question—"What solar energies may the human family use with safety and profit?"

The evidence is so overwhelmingly convincing that the Journal of the American Medical Association, long silent on the subject except when there were unfavorable reports, has now admitted—editorially, though cautiously, the progress of Ultra-Violet therapy and the A.M.A. itself has sponsored a great national organization for the study of light and other electrical modalities. Doctors are still cautious and they should be, of general and open advocacy of the use of Ultra Violet Generators in private homes, unless purchased under prescription and used under direction.

WHETHER to sell the merchandise or not remains, of course, for each company to decide for itself. We in the Commonwealth Edison Company believe that to be leaders in the sale of good, reputable merchandise passed by our Testing Department and approved by those in whom we have confidence, tends to make the Chicago market more free of sub-standard material and unsatisfactory sales methods, and consequently have embarked on the sale of Ultra-Violet Generators with a fair degree of success. Too, we feel that the surface is not even scratched.

Let me repeat—we should not sell this goods on the basis of cure; we should not represent it to be specific in any ailment at all, but we can very fairly appeal to the common sense of any of our customers as to the benefits of sunlight in keeping healthy—and by staying in the middle of the road and pursuing the conservative policy, create a very fine business for ourselves.

Sales of

Health Devices 1929

70,500 Exercisers

Retail Value.....\$4,076,000

250,000 Ultra-Violet
Lamps

(Carbon Arc and Mercury
Tube)

Retail Value.....\$9,500,000

Reducing *The Cost of* Load

by Through-the



H. H. Courtright,
President,
Valley Electrical
Supply Company
Fresno, California

*How the outstanding example
of central station dealer coop-
eration is paying its own way*

By
Clotilde Grunsky

THE Through-the-Dealer plan of merchandising, developed by H. H. Courtright of the Valley Electrical Supply Company, is based upon the premise that the power company should be willing to pay something for the building of its domestic load. The details of the plan were described in the August, 1928, issue of *Electrical Merchandising* and again at the time that Mr. Courtright received the James H. McGraw medal for cooperation in 1929. Briefly the plan consists of an arrangement by which the Valley Electrical Supply Company, merchandising department of the San Joaquin Light and Power Corporation, receives from the power company a stated sum per kilowatt for placing the domestic load upon the line. The Valley Electrical Supply Company takes the leadership in merchandising, maintaining two beautifully appointed stores in Bakersfield and in Fresno, but at the same time it encourages the sale of merchandise through dealer outlets, expending money in promotional advertising and rendering a definite sales help to dealers. Cooperating stores are permitted to enjoy the same privileges as the Valley Electrical Supply Company itself in the sale of monthly "specials." Power company range and refrigerator salesmen in the field are paid commissions on the basis of kilowatt load placed upon the lines, irrespective of the channels through which the merchandise may be sold. The power company is satisfied to have the dealer take the profit on such sales as rightly belong in his territory as well as carry the credit risk, knowing that it will have the income from the increased load. At the same time money spent in the community is kept in circulation in the district where the sale is made.

How effective this method has been in building up the domestic use of electricity is shown by the enviable record of the San Joaquin company in increasing its

kw.-hr. consumption per consumer. From a figure of 546 kw.-hr. per domestic consumer in 1926 it has increased by about 100 kw.-hr. per year to a figure of 835 kw.-hr. per domestic consumer in 1929. The figures in comparison with averages for the country as a whole are as follows:

Kilowatt-Hours per Domestic Consumer				
	1926	1927	1928	1929
San Joaquin system.....	546	642	745	835
United States average.....	400	429	459	500

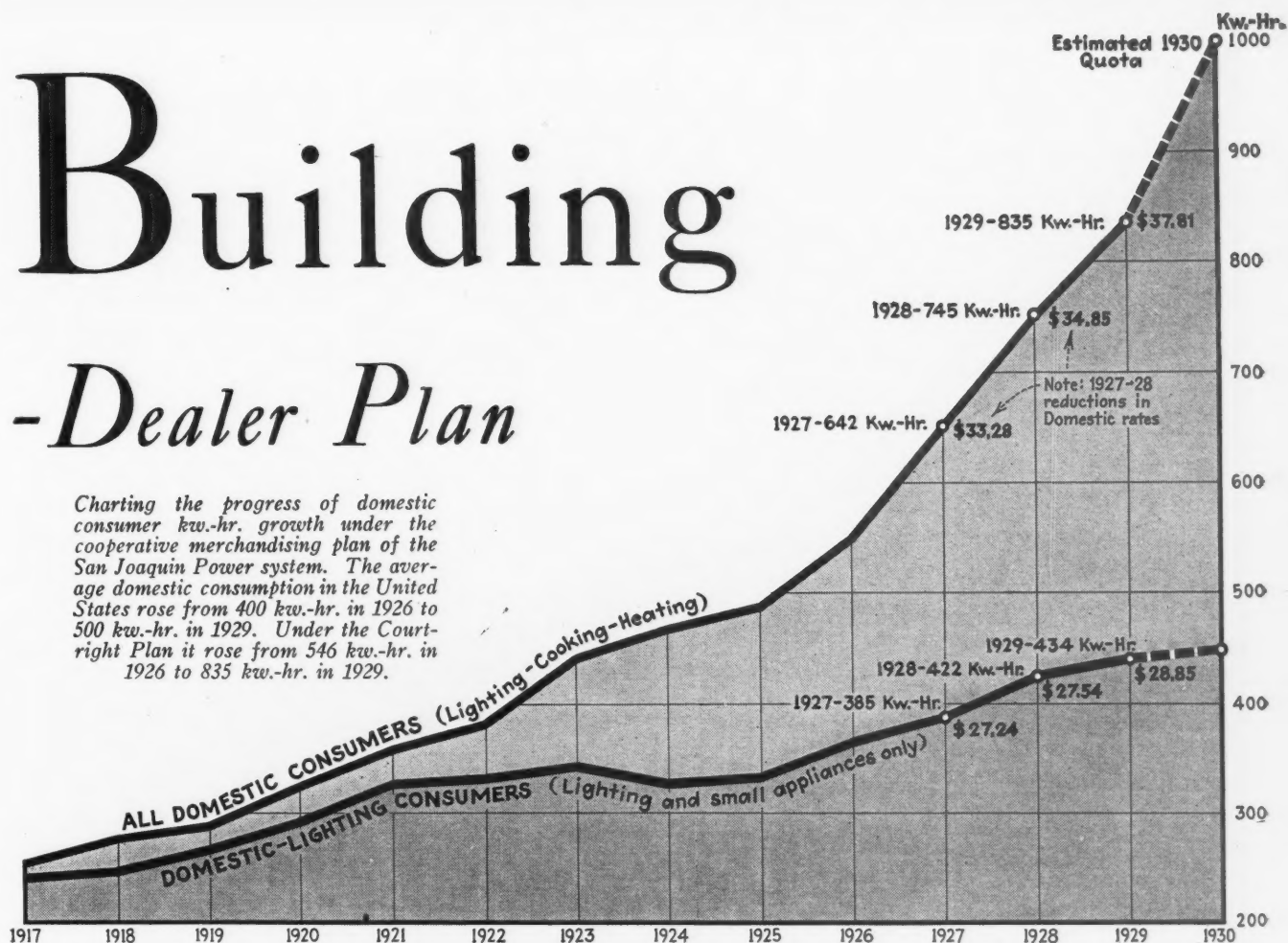
This has been accomplished at the same time that friendly relations have been maintained with dealers throughout the company's system, prosperous and enterprising retail outlets have been fostered, and excellent consumer relations have been built up by means of the contacts and service possible through the company's stores.

The power company executive, who first hears of this plan is willing to admit that in many respects it is admirable. "But," he is apt to add, "the method is expensive. I can put load on the lines at a much lower figure."

In how far is this attitude correct? The criticism was perhaps to some extent justified in 1925 when the arrangement was first started, although even then the San Joaquin company felt that it was getting full returns in good will for any additional money expended. At that time the Valley Electrical Supply Company was spending \$4.09 for each kilowatt of domestic load it was putting on the lines. Some of the power companies who had salesmen in the field and were pushing certain load-building appliances in competition with, or to the exclusion of, other dealers in their territory, were spending considerably less than this per kilowatt for their load.

Building -Dealer Plan

Charting the progress of domestic consumer kw.-hr. growth under the cooperative merchandising plan of the San Joaquin Power system. The average domestic consumption in the United States rose from 400 kw.-hr. in 1926 to 500 kw.-hr. in 1929. Under the Court-right Plan it rose from 546 kw.-hr. in 1926 to 835 kw.-hr. in 1929.



But they were also taking the profit on the merchandise sold and probably spending more money on public relations and associated activities. The figures must be used with due care, both because, in the case of most power companies, they represent the cost of placing all load, not merely domestic, and so may be influenced by the sale of some one large block of power in a city factory. One company which reported an expenditure of 66 cents per kilowatt of added load for 1925 had increased its figure to \$2.38 by 1929.

In the meantime the net cost of load building by the Valley Electrical Supply Company has gone down until for last year the figure was \$1.83 per kilowatt of domestic load placed upon the lines. Mr. Courtright states confidently that within the next few years he expects to eliminate the charge to the power company altogether. The Through-the-Dealer plan is setting out to pay its own way. Every power company man will know the costs for his own company and can make his own comparisons, but for California the figures for average power company expenditures per kilowatt of added load run about as follows:

	Average Power Company Expenditure per Kw. of Added Load	Valley Electrical Supply Expenditure
1925.....	\$2.37	\$4.09
1926.....	3.07	4.51
1927.....	3.18	3.61
1928.....	3.21*	2.62
1929.....	3.13	1.83

*The figures for 1925-27 and for 1929 are based upon statements made to the State Railroad Commission by three California companies. The figure for 1928 is weighted, allowance being made for an abnormal condition on one of the power company's lines.

What has happened is that the Valley Electrical Supply Company has set itself the ideal of accomplishing the same end of building up the industry as a whole in its territory and at the same time of paying its own way. In other words, it is still spending as much for the building of domestic load, but it is making more money, too, so that the net result in a year or two is expected to be an even balance, with no cost to the power company at all.

HOW was this done? The company could have accomplished its end by getting out into the field and competing with the dealers, but this would have been to destroy the foundation stone of its structure, to force sales and to drain a territory to the detriment of its later natural development. It might conceivably have so built up its Fresno and Bakersfield stores that the profit from these would have carried the load-building program for the whole system, but it did not feel that any one section of its territory should be penalized at the expense of any other.

What it has done has been to add profit-making lines to the load-building merchandise it already carried. Chief among these have been radio and electrical refrigeration. With only a few months' experience in the selling of radio, this commodity has already stepped up to third place in the company's sales volume, with only electric ranges and refrigeration of greater importance.

Refrigeration itself has shown a marvelous development. The Valley Electrical Supply Company preserves in this field its system of selling through the dealer as well as through its own retail stores. A field force is

maintained for the benefit of dealers and for its own sales alike. Extensive advertising is done, not only through the newspapers but direct by mail. A dealer with a quota of 100 machines, for instance, is asked to furnish the names of 400 live prospects. The power company at regular intervals prepares manufacturer's broadsides for this list, addressing and stamping the envelopes, but delivering the package to the dealer to mail. This he does at the time which his knowledge of local conditions informs him is best for the consumer and for his own follow-up. Ads for dealer use are prepared and set up by the power company and regular assistance is given in the preparation of window displays and store helps. The dealer pays the cost of this complete merchandising service which he himself is not set up to perform.

IN ADDITION to building up these two specific lines, the Valley Electrical Supply Company has not ceased to press its other merchandise. Special drives on individual appliances are held at regular intervals and occasionally a particularly successful one will be developed. The expensive valleys in range selling which are familiar to all handling that appliance, with sales dropping off in the summer months and again at Christmas, have been ironed out by putting particular sales effort into the work just at these slack periods, so that the sales line for electric ranges is now practically a straight

line, thus keeping the sales force uniformly busy and cutting down the average of overhead. The store has been remodelled to produce more effective results with the same expenditure of effort.

The gross sale of electrical appliances per domestic consumer has increased from \$22.50 in 1926 to \$59.33 in 1929, the figures running as follows:

1926.....	\$22.50
1927.....	30.00
1928.....	34.15
1929.....	59.33

The considerable increase in the 1929 figures is due to the large number of refrigerators and radio sets sold during the past year.

It is to be understood that the Valley Electrical Supply Company in no sense believes it necessary to pay its own way to prove the case for co-operation. It believes the power company should be willing to spend a little money to build its domestic load; it believes that the value of the consumer contacts which it makes, the educational stimulus of its beautiful appliance display, the mere change in consumer attitude wrought by the fact that bills are paid in the homelike atmosphere of its store rather than at the barred window of a bank, that all this is worth paying for. But it takes pride in demonstrating that though the job of selling merchandise and of making friends, both among dealers and customers, is worth money, it can nevertheless be made to pay its own way.

Getting Back Home Laundry Business

(Continued from page 65)

The wringer type has its limitations. The woman seldom wants to iron where she washes. She wants to be where she can watch the children, nearer the front door, where it is warm, light and clean. The height of the wringer type is not convenient and comfortable for every woman. Also, there is no table to hold the clothes, and the control does not leave the hands free. These disadvantages are, however, offset by the moderate price of this device.

The ironer which stands on its own legs, and to which the operator sits down comfortably in an ordinary chair, is ideal for store display and sale. It is the most efficient type, because rigidity has not been sacrificed for weight. It will be a surprise to many dealers to discover the number of ironers that are going into the "sewing room" upstairs. Manufacturers should not neglect the necessity for compactness in this type, although weight may be disregarded. Many a sale will be lost because the ironer is an inch longer than the space between the door and the kitchen cupboard.

The light portable model combines so many qualities that it may well be used as the missionary model.

Extreme compactness, lightness and portability will make it possible for the woman to move the ironer from room to room like a portable sewing machine, which incidentally weighs forty pounds.

But more than this, it will adapt itself as easily to canvassing as a vacuum cleaner. The salesman will be able to take one from door to door, nesting it out of sight, and at the first show of interest on the customer's part, he can lift it into his hands. The smaller the article the less resistance we will find in securing admittance to the home. Although the models at present offered may not have the necessary lightness and compactness, it is hoped that this will be developed, opening the larger apartments and flats to the ironer. There are many bags

of damp wash ironed with a hand iron in apartments on Tuesday morning and in the evenings. The evening worker especially appreciates labor saving devices.

Lack of portability, clumsiness of operation and lack of public acceptance have been the bugaboos of ironing canvassing up to this time, but a new public acceptance is already above the horizon.

One surprising thing is the striking similarity in the designs in the process of manufacture today. This leads one to expect that keen competition and narrow margins may be anticipated: a forecast based on our experience with washers. When an industry is divided among several distinct types as washers formerly were: cylinders, dollies, vacuum cups and paddles, then prices and margins were high; but when the washer industry virtually standardized on the paddle type, then price cutting began. So it will be with ironers unless some manufacturers develop distinctive ironers on which they can maintain price. Such distinctive designs have always been the stabilizing factor in the appliance industry which owes much to those manufacturers who have dared to do it differently and so were able to stick to their guns on price.

It is important in this connection that manufacturers make every effort to maintain a fair price because there will be considerable sales and advertising expense and effort required before ironers reach their vogue peak.

Furthermore, there is no advantage in cutting prices before some measure of saturation brings selling resistance. The potential in our market is very great. There are today 7,000,000 washing machine owners; 650,000 ironers in use, which leaves an immediate field of 6,350,000 to which may be added 1,000,000 new washer sales yearly, and also an annual share of the tremendous number of damp wash users, whose ironing problem is still unsolved.



Fresh Air

in the kitchen—
and the
Family Eats
at Home

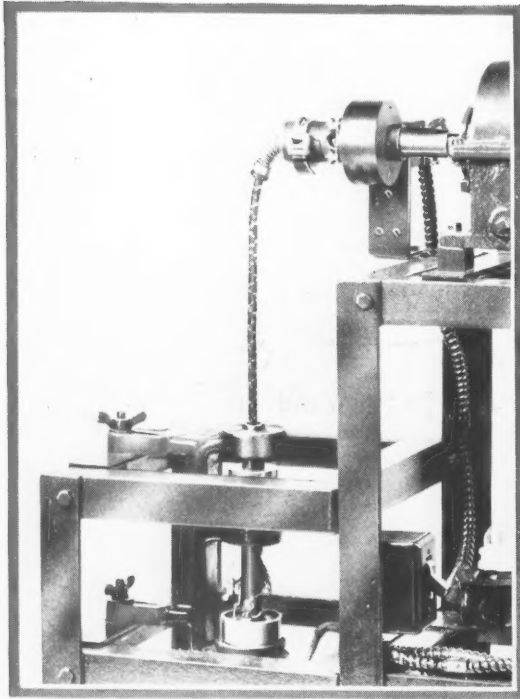


The electric ventilator makes the kitchen cool, odorless, inviting. Summer meals will have no terrors for the housewife—and the meter will continue to click

Photos by

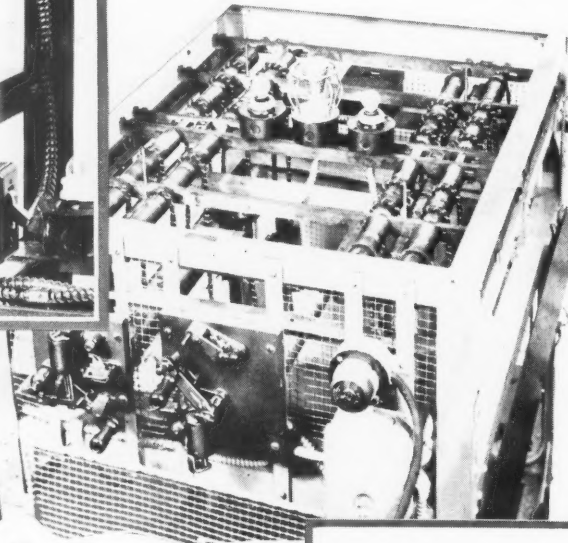
The Breaking

*Studies in the Electrical Testing
termine life and usefulness of*



[ABOVE]

The rotary flexing test on heater cords. The cord is revolved at the point of the spring guard as a test of endurance. In service, cords fail at this point in large proportion.

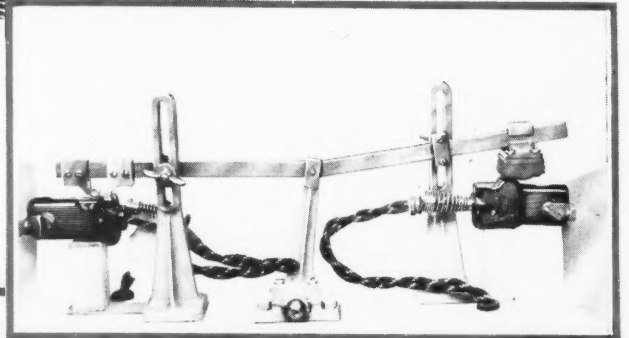


[LEFT]

Reverse bending test. Cord is weighted at one end and drawn back and forth over small rollers. It is a test of the flexibility of the conductor chiefly. There is a relatively small percentage of failure in braids.

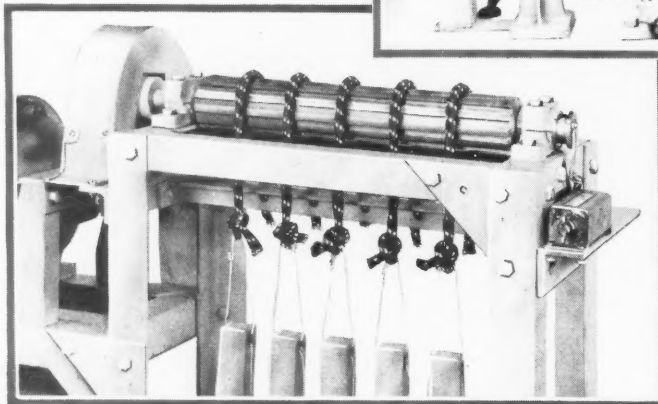
[BELOW]

Twisting test on cord only. Here a piece of heater cord is twisted until it breaks. The amount of energy required to break the cord is used as a measure of its worth.



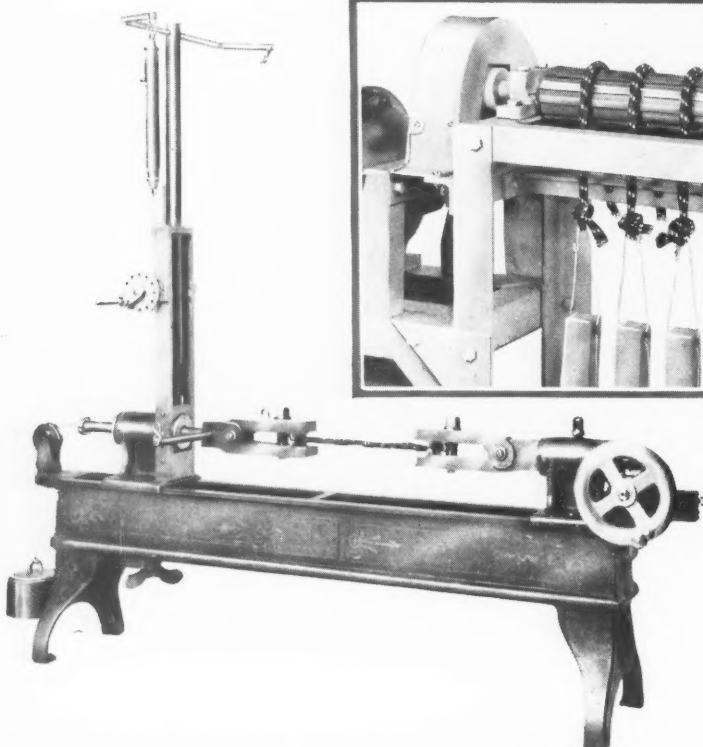
[ABOVE]

How switches on switch plugs are tested for endurance. Mechanical fingers snap switches off and on incessantly until something gives way. The average switch will stand about 10,000 such snappings. All tests are conducted under electric load.



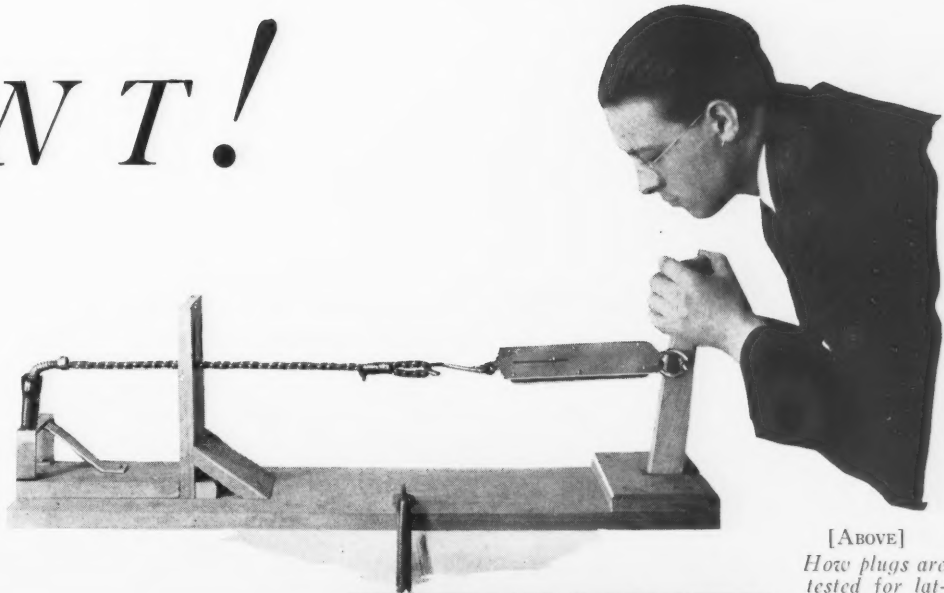
[ABOVE]

Testing for resistance to abrasion. The roller, provided with keen cutting edges, rotates in one direction. It is found that the hard glazed cotton braid stands up best under this treatment whereas the rayon and silk have comparatively short life.

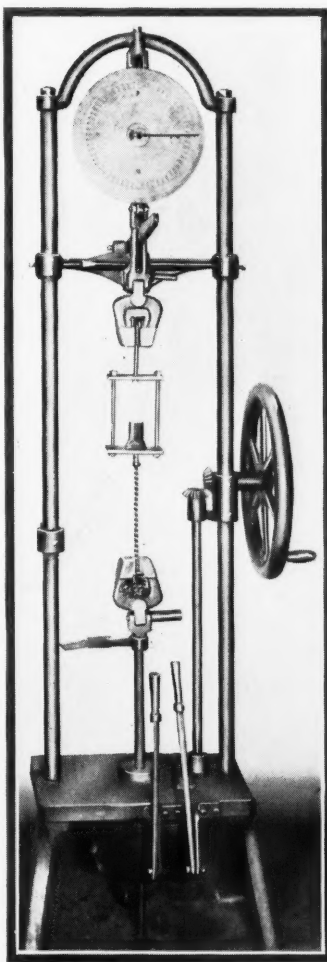


POINT!

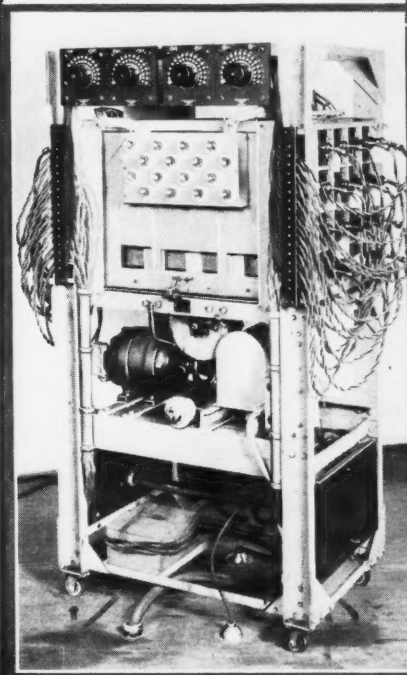
Laboratories help de-heater plugs and cords



[ABOVE]
How plugs are tested for lateral pull. The plug is set on two upright posts and subjected to a side pull to determine the strength of its shell.



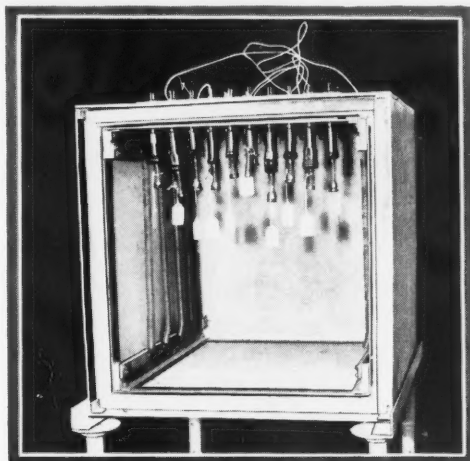
The "pull out" test on cord and plug assembly. Designed to measure strength of cord at point of attachment. Dial above measures poundage required. If the fastening is secure, it has been found that the cord usually breaks first.



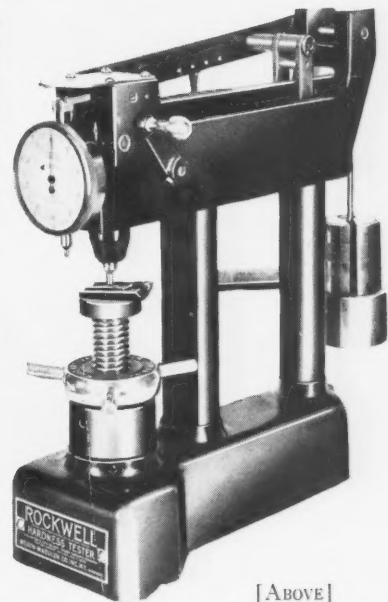
The "put and take" machine an endurance test on contact clips. When breakage occurs on one of the clips, neon lights on the control panel flash warning.



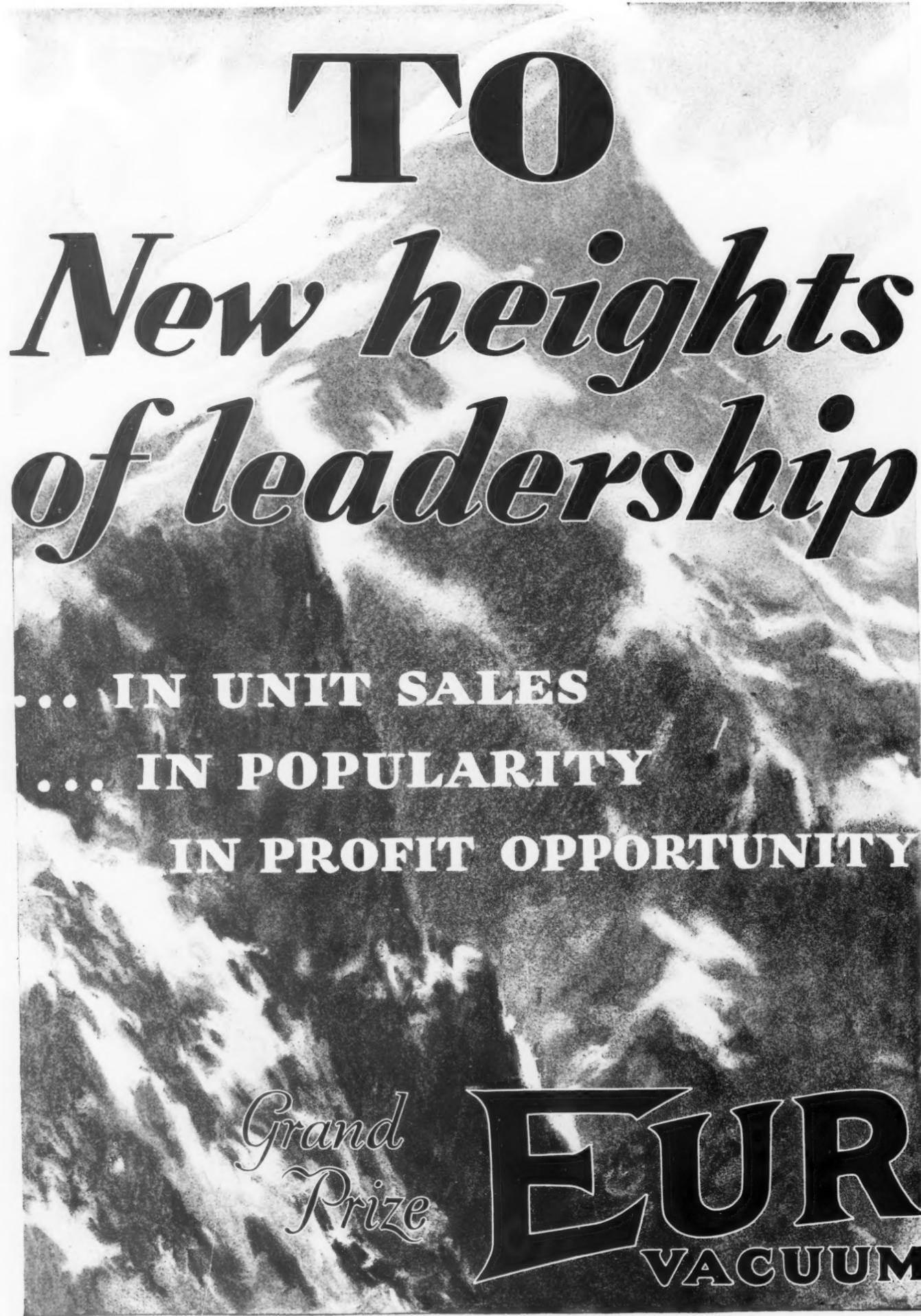
[ABOVE]
The tumbling barrel: testing for breakage on drops. The distance the plug falls from the shelf on the barrel is about the same as from a kitchen table.



Heating oven (right). Plugs are baked in an oven with a temperature of between 250 and 475 degrees Centigrade. It has been found that plugs used on an iron in the home sometimes reach as high as 500 degrees Centigrade. The composition is usually the first to give way.



[ABOVE]
Testing the hardness of composition of the molded shell. A ball penetrator exerts gradual pressure until the shell gives way. The test brings out the wide variations in hot and cold molded compositions.



TO
*New heights
of leadership*

... IN UNIT SALES

... IN POPULARITY

IN PROFIT OPPORTUNITY

*Grand
Prize*

EUR
VACUUM

A 27½% Sales Increase in the First Four Months of 1930

Eureka unit sales during the first four months of 1930 showed a 27½% increase over the same period in 1929—at a time when sales are admittedly hard to get, and buyers are demanding more for their dollar than ever before.

These figures can mean but one thing—that Eureka is steadily advancing to new heights of leadership in the vacuum cleaner industry. Unit sales are a true measure of the popularity of a product, and popularity is an index to the profit opportunity for dealers.

In the Eureka franchise, dealers have the advantage of a *quality* product, popular price, universal acceptance, and worldwide prestige. This year, Eureka is placing the strongest advertising and merchandising program in its history behind organizations handling the Eureka line. The Eureka franchise has never presented such opportunity for volume and profit.

If you are interested in new franchise features which make this proposition still more attractive to dealers, write or wire for an interview with the nearest Eureka district manager.

EUREKA VACUUM CLEANER COMPANY
DETROIT, MICH., U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World
Canadian Factory, Kitchener, Ontario. Branches: 8 Fisher St., London,
W. C. 1, England; 299a-301 Castlereagh St., Sydney, Australia

(600)



EKA
CLEANER

*Gets
More Dirt*

MAYBE it never happened in your kid days— but when we used to go to the little bake shop to get a loaf of bread, we were given a cookie. But we didn't realize then, as we do now, that to make a good cookie or a good loaf of bread, requires the use of good flour.

Also, today, you realize that no electric heating device can be good unless it has a good heating-element. The device manufacturer is well aware of this, too, and he entrusts the good reputation of his product to heating units made of Chromel. You also are aware of the good service which the well-known devices give—an excellence of service that is based on their Chromel elements.

The whole electric heating industry is founded on the discovery of Chromel in 1906; for this is the alloy that first made heating devices practical, by providing them with the first heating-elements of long life. This discovery was a vital thing, because as Chromel virtually created the art of electric heating, it is still today its main supporting factor.

It will pay you to promote your heating appliance sales, because this merchandise has a year-round appeal; presents no problem of obsolete stock, and is well within the buying power of your average customer.

And may we remind you that . . .

—What good flour
is to the baker—



Hoskins
is to the Electric

HOSKINS MANUFACTURING COMPANY





Chromel wire

Heating Industry

4445 LAWTON AVENUE, DETROIT, MICH.

BOSTON, NEW YORK, CLEVELAND, CHICAGO, SAN FRANCISCO

IN CANADA
WALKER METAL PRODUCTS LTD.,
WALKERVILLE, ONT.

Seeing is Believing

Picture projectors, a new selling tool to speed refrigeration sales



In the Stores

have your salesmen demonstrate in a way that commands attention over the counter.



A. C. Mayer, Merchandising Service Manager, Electric Refrigeration Department, General Electric Company, writes:

"The salesman has been supported by extensive advertising, by market surveys; his path has been paved by direct mail; sales contests have spurred him on and he has been pumped full of enthusiasm by so-called pep-talks. But when we come right down to it we find that few actual selling tools have been placed in his hands. He has been merely given a new line of sales talk and turned loose.



"Psychologists tell us that the eye forms the quickest path to the brain; that 87 per cent of our information is received through the function of the optic nerve. The ear registers 7 per cent of impressions, the nose 3.5 per cent, touch 1.5 per cent and taste only 1 per cent. If the prospect, therefore, can 'see' your story as well as hear it, your chances of making a distinct impression on the mind have been vastly increased.



"The projection machine itself is no larger than a small, folding pocket camera and comes equipped with a leather camera case. All the salesman has to do is to plug the machine into any light socket; the film can be projected on any small wall surface. It reproduces any size and can be shown at day or night. Every step of the sales talk is illustrated with human interest pictures which eliminates the possibility of the salesman forgetting any of the sales points."



A Utility Policy that Opened Range Markets (Continued from page 51)

shouldn't I take advantage of it? They are doing my advertising, they are paying the cost of installation on every range I sell, and they are servicing them once they are on their lines.

"It has enabled me to attend to the all-important business of making sales. That, as I see it, is an ideal set-up for any dealer. In addition, I am free to make use of their home service helpers in order to help put over the sale of a range to a prospect. The manufacturer, too, is willing to lend me assistance in getting ranges sold. He does part of my advertising, lends me salesmen if I need them."

In business only a few months, E. J. Musgrove has sold forty ranges.

Forbes & Wallace are the largest department stores in town. They do a large business in electrical goods with attractive displays of washers, cleaners, ironers, heating appliances—and electric ranges. Nine models of range are on the floor ranging anywhere in price from \$93.50 to \$340. The electrical department is under the management of Cornelius Leary, buyer. Forbes & Wallace reaction to the central station co-operation plan was as follows:

"It simply means that it has enabled us to do something that we could not have done otherwise. We never pushed the sale of electric ranges before the United Electric Light Company began paying installation costs. Range sales came too hard. Even when the customer was sold on electric cookery she was lost when confronted with the figure on the cost of installation. It was natural, too, with the gas company ready to grant any kind of discount and install their range free. But, now we are going into the sale of electric ranges even more forcefully in the future than we have heretofore."

Another interesting reaction was that expressed by J. E. Sidd, manager Metropolitan Furniture Company.

"We used to be the largest outlet in Springfield for gas ranges," he said, "our annual business running close to \$90,000 on this item alone. Today, we haven't a gas range on the floor—they're all electric. The wonderful cooperation given us by the United Electric Light Company has more than anything else decided us. They sold us first on the idea of electricity and then, with the advertising, some service and installation-payment plan all at our disposal we would be foolish to fail to take advantage of it. As a matter of fact, we are going into the electric business more fully every year."

"Of the \$600,000 business we did last year, more than \$150,000 was in appliance sales—washers, cleaners, ranges and radio."

Two other furniture houses in Springfield are actively cooperating with the central station in the range selling program together with more than 90 per cent of all other outlets for electrical goods. F. E. Carlisle, president, Carlisle Hardware store, one of the most successful institutions in western Massachusetts, said that they were actively back of the central station plan to increase range sales in the community.

For active range selling in a single community, the writer has yet to see anything to equal the picture presented by Springfield. Ranges have been taken out of the pioneering stage within three months of the company's entry into the cooperative activity. Instead of one outlet handling ranges, there are more than a dozen.

How range advertising is done in Springfield. With this co-operative dealer, central station, manufacturer tie-in from day to day, the Springfield public are sold completely on electric cookery

ELECTRIC RANGES

New Fast Hot Plates
No Faster Made

Fast Automatic Oven
400 degrees only 10 min.

LANDERS, FRARY & CLARK, General Lumber Dealers in U. S.
BOSTON, MASS.

Sold by
Metropolitan Furniture Co. Hardware Hardware Shop
120 Main St., Tel. 3-1212 40 Union St., Tel. 3-1212

Carlisle
SOLD ON EASY TERMS
WESTINGHOUSE RANGES

FREE
CREDIT
LIVERY

"Westinghouse" Automatic Electric Ranges
Westinghouse Electric Appliances—Exotic Battery and Electric Service
Lanfair Electric Motor Works
Electrical Appliances—Refrigerators
One and One-half St., West Springfield, Mass. Tel. 3-1212

CHURCH, MAY 5, 1930



Happy Hours at the Theater

With never a thought for kitchen worries, the modern mother enjoys the latest on stage and screen, while her electric range prepares the evening meal.

Your electric range will cook perfectly for you while you are at play. It is so clean and convenient that it saves you endless hours of labor in your kitchen.

Did you expect your kitchen to be so modern after?

United Electric Light Co.
The Appliance Electric Co. Lumber Electric Light Co.
General of WESTERN MASSACHUSETTS COMPANIES

1927 METROPOLITAN'S 1930 43rd ANNIVERSARY

Special—For This Week Only
Liberal Allowance for Your Old Range

\$129 UNIVERSAL

All Electric
1930 RANGE
\$129

No Interest Charges

SPEED
As Fast As Any Other Form of Cooking

Another Attraction: **FREE INSTALLATION IN SPRINGFIELD**

METROPOLITAN
ONE BLOCK BELOW STATE ON MAIN STREET

Only Hotpoint Electric Ranges have this amazing SPEED and ECONOMY

SPEED

The Hotpoint 18-Speed Control
From 100 to 500 degrees
in 10 minutes—no waiting.

The Hotpoint 18-Speed Control
From 100 to 500 degrees
in 10 minutes—no waiting.

NEW LOW PRICES

10% down; balance in 12 months

Hotpoint

EDISON GENERAL ELECTRIC APPLIANCE COMPANY, INC.
300 Broadway, New York, N.Y.

THE COLLINS ELECTRIC CO.
1100 Main St.
E.D. McNAMARA
175 Main St., Springfield, Mass.

With a gas company ready and willing to virtually give away gas ranges, the Springfield public are turning in ever-increasing numbers to the electrical way of cooking. Manufacturer's representatives, two of whom I met, both informed me that there were more ranges being sold in Springfield in proportion to its size and number of customers, than in any other territory in New England.

In a booklet sent out to all cooperating dealers, the United Electric Light Company make the following provisions in regard to their range program for 1930:

1. Ranges must be of a standard, reliable make and must be equipped with full temperature control. All ranges sold for multiple installations must be balanced by means of lead-balancing switches or other devices to within 5 per cent or to the satisfaction of the company before being connected to the lines.

2. Dealers will maintain adequate display of ranges in their stores and will hold demonstrations from time to time. Manufacturers will support dealers by advertising helps and by furnishing demonstrators.

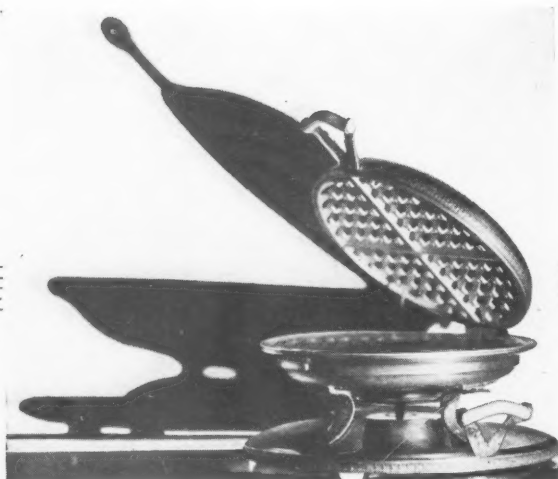
3. Both cooperating dealers and manufacturers are expected to adhere to the highest standards of competition.

4. Ranges to be advertised as installed free.

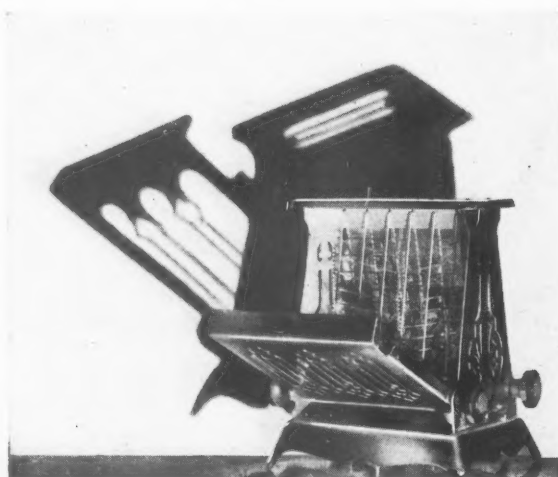
5. On all ranges installed in Springfield of not less than 5 kw. and not more than 8 kw. capacity, the United Electric Light Company will, upon presentation of bill, pay to the cooperating dealer the sum of \$55. For ranges of larger capacity, we will pay \$5 for each additional kw. capacity. Capacity to be determined by actual connected load.

WE

Believe In



FEBRUARY



MARCH



APRIL

THE New York Edison System believes in the campaign method of appliance merchandising. Our experience has been that the campaign will move a larger quantity of a particular item of merchandise in a shorter period than any other method; that it will add a substantial load to our lines which we can count on within a specified period.

The results, we feel, do more to prove the point than anything else. During waffle iron and toaster campaigns last winter, the sales of the campaigns making up the System even exceeded the anticipation of the manufacturer, bringing orders faster than production could meet them. Approximately 10,000 waffle iron were sold during February and the first half of March.

During a vacuum cleaner drive last fall, nearly 15,000 machines of four different models were sold. Over 43,000 irons were sold as the result of an iron campaign last summer and it is interesting to note that the most expensive models—the chromium plate finish—greatly outsold nickel finish irons. A Christmas holiday feature, consisting of a three-item combination—waffle iron, toaster and percolator—totaled more than 9,000 items. Other appliances that have been featured from time to time have been cookers, heating pads and refrigerators which are being campaigned at the present time.

Some comprehension of the task involved in co-ordinating these sales campaign activities is gained when one considers the character of the territory in which the companies carry on their merchandising activities. Five companies in the metropolitan area serve a population of approximately 6,500,000 through 2,300,000 meters, showing an annual consumption of over 3,500,000,000 kw.-hr. annually. The classes of prospects vary from those in highly-congested, large-building city areas to outlying individual residences. The various living and working conditions of such prospects due to physical conditions, financial situations and racial characteristics present an interesting problem.

Naturally, serving so large an area, and catering to many diverse types of people, problems arise in the co-ordination of our sales activities operating, as we do, through five distinct companies.

Here is the way it is worked out.

By
Clarence L. Law

*General Commercial Manager,
The New York Edison Company*



CAMPAIGNS

IN order to carry out our merchandising practices as effectively as possible, unified and co-ordinated methods have been adopted throughout the system.

In connection with merchandising, there has been formed an advisory committee, which reports direct to president Matthew S. Sloan and is composed of the heads of the commercial departments of the five companies and the head of advertising and publicity for the entire system. This committee holds regular meetings, thus furnishing a means of co-ordinating the activities of the commercial departments of the various companies and affording an opportunity of discussing details in connection with the execution of a unified policy as it refers to the commercial and merchandising activities of the system companies.

Reporting and recommending to this committee is a sub-committee on merchandising composed of the bureau heads in charge of the appliance sales activities for the various companies. This meets frequently. The closest co-operation also exists between the merchandising organization in the companies and those other departments coming in contact with the sales efforts; that is, those departments which handle credit approval, delivery, billing, collecting, purchasing and storing, and, of course, advertising.

The result has been that where formerly there were five separate companies with policies and methods differing and perhaps even directly opposed and yet operating within approximately the same territory, there is now a single organization that is buying, selling and carrying on merchandising activities of all kinds in a co-ordinated and unified manner. Thus, it is now possible for a manufacturer to present his products and methods to all of the five companies at once instead of addressing his efforts to them individually.

Plans for any campaign usually originate in the sub-committee which recommends a course of procedure to the advisory committee. They may or may not suggest a number of different makes of the type of appliance decided upon, but in every case insist upon a quality standard.

The purchasing organization is then requested to get bids from various manufacturers and this information is transmitted to the sub-committee which, after making

the selection, refers the matter to the advisory committee for final approval. Word is then given the purchasing organization which places the order and the sub-committee is notified to proceed with its plans for conducting the campaign, coordinating efforts with those of the manufacturer and his local representatives. The special terms established for the utility companies are also available to all dealers in this territory.

AN OUTSIDE selling force, divided into territorial districts, bears the brunt of the field work, while the inside force covers the companies' salesrooms and office details. Extensive newspaper advertising is supported by bill inserts to all consumers, posters on company trucks, show window and showroom displays, featuring the particular appliance.

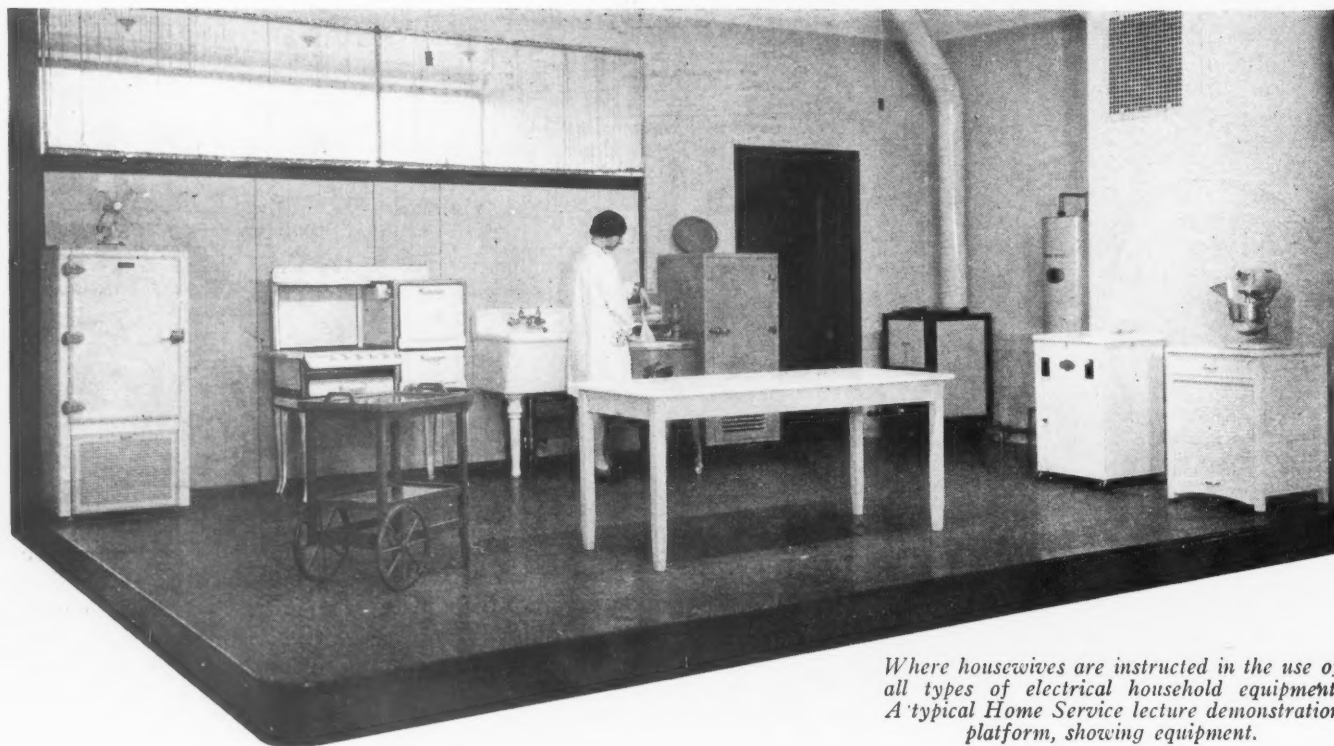
Sometimes a "pep" dinner opens the campaign and thereafter weekly meetings at dinners with addresses, an illustrated bulletin and reports keep up the interest for the period of the campaign, which is usually four to six weeks.

As is the practice of most other retail merchandising organizations, the companies comprising The New York Edison System take advantage of seasonal changes and similar conditions in their appliance sales activities by conducting campaigns limited in time, during which special prices and terms prevail.

Experience has shown that the spring and the fall of the year bring a greater demand for vacuum cleaners than the remainder of the year, and that electric irons have a strong appeal during the warm summer months. It is also the practice of the companies to tie in as closely as possible with the nation-wide schedule of appliance campaigns recommended by the National Electric Light Association. Thus, while a major item may be featured, suitable second or third items are sometimes pushed concurrently.

The New York Edison System companies feel that their present efforts to bring about standardization and centralized merchandising methods and practices are producing results highly gratifying to themselves and all others concerned which, of course, includes manufacturers, contractors, dealers, and most important of all, the consuming public.

Home



Where housewives are instructed in the use of all types of electrical household equipment. A typical Home Service lecture demonstration platform, showing equipment.

AT THE time of its inception, Home Service in central stations was organized for three distinct reasons. First, to create in the minds of the customer, an appreciation of the service of electricity—for comfort, convenience, release from the drudgery of house work and freedom of time through the uses of electrical equipment. Second, to build, through educational programs showing the uses of electricity, a desire on the part of the customers to buy better and more electrical equipment. Third, to aid in the building of a better understanding and a more friendly relationship between the customer and the organization.

The executives, who have adopted the Home Service activity for their own organization and we who are responsible for Home Service programs know that public utilities are profit-making organizations; but everyone knows that a public utility's greatest asset is the good will of an ever-increasing number of satisfied customers.

With these thoughts constantly in the minds of those who are responsible for the Home Service activities of their organization, we find we are confronted with the responsibility of dispensing helpful, practical information in a manner that will reach all residence customers. In other words, the uses of electricity for better homemaking will be spread through the entire community served by the central station by programs of an educational character; by lecture demonstration work to organized groups of the community-women's clubs, parent teachers organizations, church organizations, etc.; through lecture demonstration work in schools and colleges located in the community served by the central station; through lecture demonstrations to unorganized groups, these demonstrations being held in departments created for that purpose by the company.

The Home demonstration work which is now being done at the request of the customer in her own home will continue to be done and in many of the smaller localities will constitute a greater part of the work of the Home Service person.

Through this individual contact, advice and information regarding the replacement of equipment, wiring of the home, installation of outlets and use of adequate and correct lighting for the home will be given.

This is particularly true, I think, in the small community where a Home Service worker will be fitted to do all types of service work for the company by whom she is employed.

THE printed word will carry the information of better homemaking into the homes of the great number of customers. This will be done through newspaper work, through booklets or leaflets on different phases of homemaking or by simply a printed recipe. This work of course will conform to the policies of the individual companies and will be carried on in conjunction and co-operation with the advertising departments, sales departments and lighting departments of the organization.

The Home Service Department will be accepted in the community in which it operates with such confidence and appreciation by the women that it will stand in the community as an Institute of Home Management. The department will give information and advice on those subjects which relate particularly to the uses of electricity, but it will also include in the available material which it distributes to customers, advice that will be up-to-date, reliable and useful on other problems of homemaking such as budgeting, marketing, laundering, practical interior decorating. In fact, it will be looked

Service Of The Future *Is a Community Service*

upon as the place where information and guidance in the problems and processes of housekeeping methods may be found; advice and methods which will make homemaking a business rather than an accepted job for which one requires little training or little scientific information.

Through the research and educational work that it will do in regard to foods and nutrition, in the testing of recipes and in the planning of well-balanced menus and in food preparation and preservation, it will educate people to health. It will have available correct and useful information on all equipment that can be used for the processes of housekeeping because it will be constantly studying recent developments in equipment using electricity, as well as the small tools used in the home for eliminating unpleasant and tedious work. It will be prepared through its knowledge of the research work done by the engineering and lighting departments of the central station to give correct information on the wiring of homes, the installation of convenience outlets and equipment for adequate home lighting both for utilitarian and decorative purposes.

It will be the aim of the central station to make this service so effective and so adequate that the housewives of the entire community including the moderately wealthy matron and the poorest foreigner will instinctively turn to the central station when desiring advice on homemaking problems. As already proved customers will find the Home Service Department a place to receive advice and comfort on matters somewhat outside of the practical business of housekeeping. This is a development which comes through the friendly and human element which must exist if Home Service Departments are to be successful. Today we find that many of the troubles of the young homemaker as well as the disappointments of the more experienced homemaker, are problems that the homemaker must talk over with someone and the Home Service woman, with her information on homemaking problems and her friendly attitude, seems to these people to be a logical person of whom to ask advice. So we find the Home Service worker becoming the confidential advisor. This, seemingly, is outside of the department's functions, but it is one of the services which all sales organizations particularly an utility, is expected to provide. The good will which such service creates, repays the time spent.

HOW will the work be carried out? Perhaps there will be a change in organization. During the past years, the work has been done in more or less of an experimental fashion. By this I mean that experiments have been tried in order to evolve the best organization and the best methods of carrying on the work.

In central stations covering a large area where many offices of the company are located in different districts

By

Ada Bessie Swann

*Director, Home Economic Department,
Public Service Electric & Gas Co., Newark, N. J.
Chairman, Sub-Committee Home Service
Women's Committee, N.E.L.A.*



throughout the territory. I think there should be in charge of the work a woman director who will be trained in the economics of the electrical industry and who will have organization and executive ability. On the staff of the department there will be the specialist in food and nutrition; a specialist in equipment and one in home lighting. It will be the work of these specialists to keep the department thoroughly informed as to the latest developments in her particular line so that this information can be made ready for the use of the Home Service women located in the divisions and made available for use for lecture work, radio broadcasting and for use in printed material.

This plan of organization would be for the central station which has decided to continue its Home Service work on bigger and broader lines and which is prepared to pay the cost of operating such a department. Under this plan lecture rooms would be provided at the various district offices of the company to accommodate the groups of women who attend lectures. In each district this department would become the advisory center on homemaking problems for the community.

Some companies operating in small communities find it advisable to select a woman with personality and training who could be a part of the sales organizations and

(Please turn to page 98)

The FARMER—

A higher average kw.-hr. consumption in rural districts points to the farmer as a more valuable utility customer than his city cousin.

THE farmer, who has been held up as an out-of-town manufacturer, is just a big-scale brother to the city citizen, in the opinion of Richard Boonstra, agricultural engineer of the Public Service Company of Northern Illinois, whose farm electrification activities have been going since 1925.

Operating in 17 counties in northern Illinois, the company finds that it has about three farms to the mile using current, and an average consumption of 66 kw.-hr. per month against an average in the city of 40 kw.-hr. per month. Ten per cent of the rural customers use over 1,000 kw.-hr. per year, 90 per cent run up to 1,000 kw.-hr. per year.

ONE MAN CONCENTRATES

IT has been found best to put a man into each of the 12 districts of 1,200 to 1,500 farms apiece and have him concentrate in this area. It is not necessary that he be a farmer or talk the farmer's language, says Mr. Boonstra. This man opens up new business by calling on different farmers and laying out a wiring plan for each place which is adequate for the job that will be expected of it. The prospective customer does not always sign up when this is done but is friendly toward the work. When he does sign up, and 661 have done so in the first three months of this year, with a quota of only 2,500 for the entire year, he is assured wiring that is up to standard and capable of taking care of an electric range or any work that will be required of it. The wiring itself is turned over to any reputable contractor.

In running in power into new territory, it is the company's policy to break up the cost into fifty months or so, and charge it to the farmers who enjoy the service. If it costs \$300 per farmer that means that each one guarantees \$6 a month for 50 months.

If a considerable sum is invested in wiring right at the start, the farmer is usually content to buy smaller appliances. Here as in the city, the wishes of the women-folk dominate, though they have been slow in adopting electric refrigeration. Fully 97 per cent of the 5,229 farms served own electric irons. Farms offer a market for feed grinders (called hammer mills), electric water pumps, cream separators and small motors, but otherwise the same appliances are bought as in the town. Following is a typical farm installation that came in while the ELECTRICAL MERCHANDISING representative waited.



The modern farm is becoming increasingly well equipped with electrical appliances as the farmer's wife discovers the advantages of doing her chores the modern way.

It is for a place of 160 acres near Streator, Illinois.

Fixtures	\$35.30
Lamps78
Cleaner	24.50
Simplex heater	7.00
Hot point plate heater	8.45
Thor washer	99.75
Kitchen unit (light)	4.95
Frigidaire	178.00
Wiring	120.05
Total	\$478.78

In another vicinity on ten farms the following equipment is in use:

6 Refrigerators	\$1,770.00
3 Electric ranges	513.00
6 Electric washers	707.00
4 Vacuum cleaners	135.00
7 Motors	263.00
8 Radios	1,300.00
2 Toasters	20.00
10 Flat irons	74.60
7 Lamps	89.00
1 Corn popper	2.50
1 Cream separator	142.00
1 Water heater	40.00
1 Waffle iron	6.50
1 Percolator	16.50
Total	\$5,342.10

COST OF OPERATION NO SELLING POINT

"ANOTHER error we made when we first started," declared Mr. Boonstra, "was in believing that the farmer was greatly interested in the cost of doing his chores electrically. We discovered that fellows selling gas engines understood his psychology much better than we did. A gas engine salesman comes along and tells him how nice it is to have the water all pumped

Uses 10% More

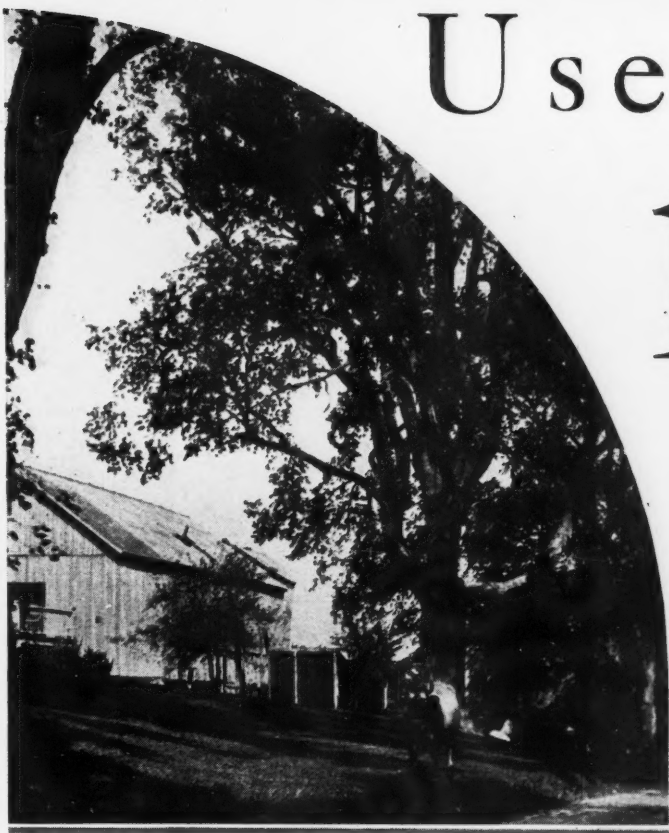


Photo by Galloway

The utility motor is one of the first purchases the farmer makes.

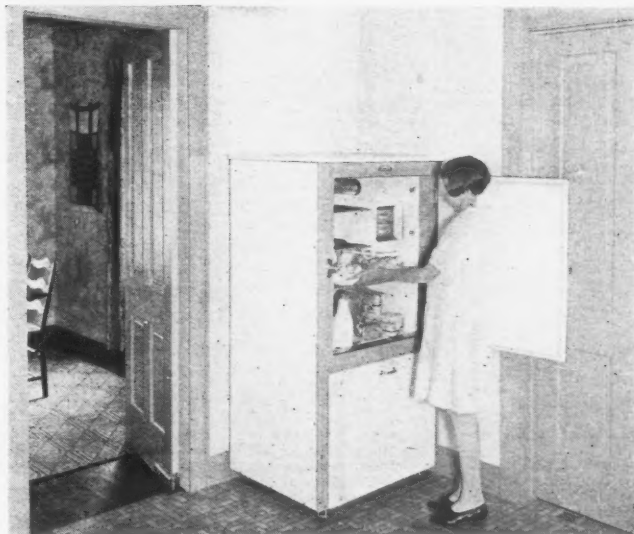


and the silo filled without him breaking his back. He never mentions that the engine may require 10 gallons of gasoline if it runs all day. The farmer buys because he wants to save his back.

"The gentleman farmer is a tough customer to sell, contrary to apparent belief. In the first place he is usually a man with money and a shining mark for everybody. Second, he is often a city man and demands cost figures on production. The bulk of the sales of the Public Service Company of Northern Illinois have been to dyed-in-the-wool farmers."

Within the next ten years, Mr. Boonstra believes, fully 75 per cent of the Illinois farms in their territory will be electrified. And while lights are always the first consideration of a farmer in putting in electricity, bit by bit he will follow in the footsteps of his town brothers, probably in the same ratio that he has done in the past.

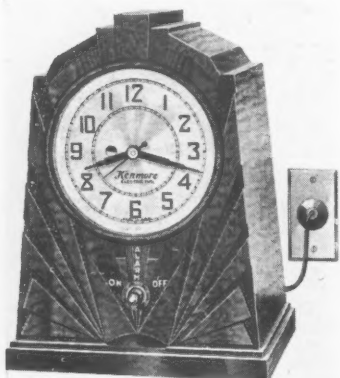
The Public Service Company of Northern Illinois operates a model farm two miles west of Mundelein in Lake County, Illinois. The farm is a permanent, progressive exhibit of electrical home equipment.



The farm house has been slower in adopting refrigeration, but indications point to an increasing acceptance.

New MERCHANDISE

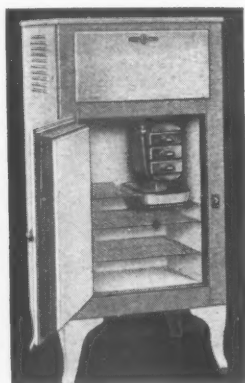
A Review of the New Appliances that have recently appeared on the Market



Kenalarm Electric Alarm Clock

In the new "Kenalarm" electric alarm clock of the Kodel Electric and Manufacturing Company, Cincinnati, Ohio, a pleasant, gentle, vibrating tattoo is employed instead of the customary harsh, startling alarm.

This new clock, No. 915, is housed in a Moderne case 7½ in. high by 5½ in. wide of Bakelite in dark walnut finish. The intended retail price of the new "Kenalarm" is \$14.50; West of the Rockies, \$15.50.—*Electrical Merchandising*, June, 1930.



Cavalier Refrigerator

Several models of refrigerator are offered in the "Cavalier" line of the Refrigerator Division of the Tennessee Furniture Corporation, Chattanooga, Tenn. These models range in retail price from about \$210 to \$415. Either lacquered exterior or all-porcelain cabinets may be had, in finishes of white with two-tone gray front or apple green. All cabinets are mounted on legs, bringing shelves to convenient height and providing for each cleaning under the cabinet.

The compressor is of the rotary type, directly connected to the shaft of the motor, running at the same speed with the motor and consequently requiring no belts, gears or eccentrics. The refrigerant is sulphur dioxide.—*Electrical Merchandising*, June, 1930.

Chamberlain Ironer

A new and interesting development in electric ironing equipment for the home is the ironing press announced by the Chamberlain Corporation, Waterloo, Iowa, manufacturer of "Chamberlain" all-metal wringers for washing machines.

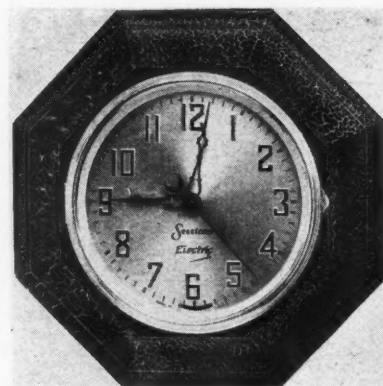
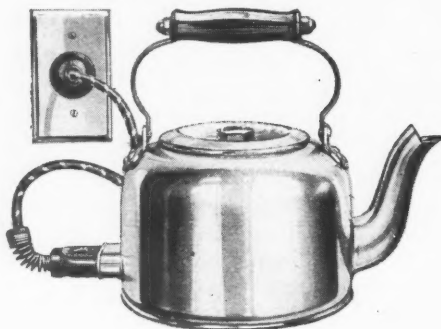
In this new ironing device, which employs no rolls, a surface of over 270 sq.in. is ironed at one time. No effort on the part of the operator is required other than placing the piece to be ironed, lowering the balanced heated shoe and touching the button. It is also claimed for this press that shirts, dresses, lingerie and other difficult pieces are easily ironed by this new ironing method.

Another point emphasized by the Company in introducing this new device is that no special skill is required in its operation. A touch of the button applies the ironing pressure and another touch releases the pressure.—*Electrical Merchandising*, June, 1930.



Electric Tea Kettle

The West Bend Aluminum Company, West Bend, Wis., is offering its electric tea kettle in a new 5-qt. size, designed specially to meet the requirements of the farmer. This new large size kettle is equipped with 1,000-watt unit. It is made of heavy aluminum to withstand hard usage and comes equipped with standard 16-gage cord and heavy nickel-plated base. The intended retail price, 5-qt. size, \$8; 5-pt. size, \$6.50.—*Electrical Merchandising*, June, 1930.



Sessions Electric Clocks

Of great interest is the announcement by The Sessions Clock Company, Forestville, Conn., of its entry into the electric clock field. The new "Sessions" clocks are of the synchronous type and a wide variety of models is contemplated for this new line.

Among the electric clocks now being offered by this company are tambour, banjo and wall models, also models for office use. Retail prices range from \$9.55 to about \$20. The clocks have raised numerals. The banjo model is available in cases of mahogany, walnut, maple and in green and ivory at an approximate retail price of \$16.50.

The kitchen or wall clock is 8½ in. in diameter with 5 in. metal dial with raised numerals. It is offered in rose, blue, green or ivory crackle finish. The intended retail price is \$9.55.

Two popular tambour models are the "El Paso" and "Elkins," the former 21½ in. long and the latter 14½ in. long. "El Paso" has mahogany veneered case, 10 in. high with 6-in. metal dial; "Elkins" has genuine mahogany case with inlay design and 5-in. metal dial.

These clocks are intended for operation on 110-120 volts, 60 cycle. Models for 50-cycle operation may be had on special order without extra charge.—*Electrical Merchandising*, June, 1930.



Superlectric Automatic Toaster

The price of the Superlectric automatic toaster No. 757 is now \$7.50 in nickel finish and \$8.50 in chromium. The descriptive item of this new toaster of the Superior Electric Products Corporation, St. Louis, Mo., appearing in the New Merchandise section erroneously gave this price as \$6.75 and \$7.75 in the respective finishes.—*Electrical Merchandising*, June, 1930.

New Electrical Merchandise



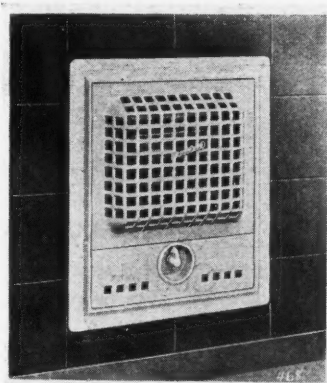
Frigidaire Refrigerator and Range

To solve the problem of space conservation in the modern apartment, the Frigidaire Corporation, Dayton, Ohio, has developed a combination electric refrigerator and range.

The range, equipped with an oven and two burners and fitting snugly over the top of a small refrigerator, was designed especially for the New York type apartment, the kitchenette of which, under the building code, must not exceed 30 in. in depth and 10 ft. in width.

Overall dimensions of the refrigerator-range are 55½ in. high by 26½ in. wide by 23 in. deep. The cooking top of the range is only a little more than waist-high, 43 in. from the floor. The oven, at the right of the cooking top unless otherwise specified, is 12½ in. wide by 13½ in. high by 17 in. deep. The range is finished in gray and white porcelain. The refrigerator, finished either in cream white Duco or gray and white porcelain, has a food storage capacity of 3 cu.ft. and a shelf space of 5½ sq.ft. Its two ice trays have a capacity of 24 cubes or 2½ lb., at a freezing.

Heat generated by the range, it is pointed out, has no effect on the functioning of the electric refrigerator beneath. The range is separated from the refrigerator by 3 in. of special insulation. —*Electrical Merchandising*, June, 1930.



Standard Wall Heater

For use in bathrooms, sunrooms and other places difficult to heat, the Standard Electric Stove Company, Toledo, Ohio, is bringing out a new wall type heater, H-17. This heater provides heat by both convection and radiation. It is 13½ in. wide by 18½ in. high. The front measures 17½ in. wide by 20 in. high. The finish is white porcelain with colors at slight extra cost.

The heater may be had in capacity of 1,300 or 2,000 watts, controlled by 3-heat switch. —*Electrical Merchandising*, June, 1930.

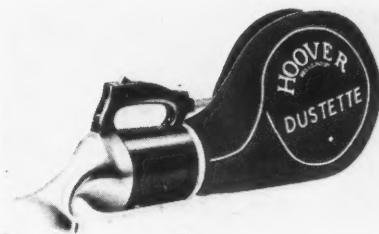
Hoover Dustette

Announcement is being made by the Hoover Company, North Canton, Ohio, of a small, light-weight, hand-type dusting machine, the Hoover "Dustette."

Into this new machine, the announcement explains, Hoover engineers have incorporated features to reduce to a negligible minimum the gyroscopic effect of the motor, and have employed the "silent motor design" which routes the air around the motor casing and reduces the hum to a fraction of that which is common with high-speed motors.

The "Dustette" weighs but 4½ lb. and is equipped with a Hoover-built ball-bearing motor, of approximately ½ hp.

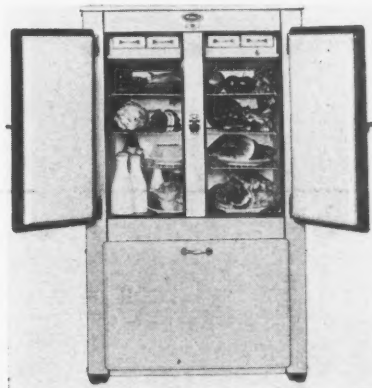
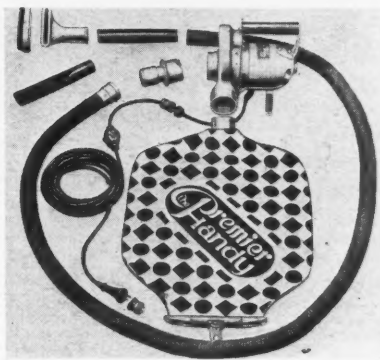
The nozzle is 6 in. outside width and a 4½ in. straight brush is mounted in back of the rear nozzle lip. It has a 24-ft. length of fabric-covered cord and the cord-strain-relief plug that is used on other Hoover products. The switch is of the rocker-arm type and is located in the hand grip. The cleaner has polished metal parts and a black cloth bag of special weave used as standard on Hoover cleaners. The intended retail price is \$16.50. —*Electrical Merchandising*, June, 1930.



Premier Commercial-Type Cleaner

"Premier Handy" is the name of the new commercial-type cleaner announced by the Premier Vacuum Cleaner Company, 1734 Ivanhoe Road, Cleveland, Ohio. This new cleaner, Model 87, is 100 per cent more powerful than the standard model 66, the company declares, and is therefore especially suited to commercial cleaning where more than ordinary suction and blowing power are required.

In the illustration is shown the new cleaner, with equipment designed especially for service station, auto laundries and garages. Instead of being supported by a strap over the operator's shoulder in the customary manner, the cleaner is placed on the running board or floor outside the car. A special metal support bracket holds the motor steady, in a horizontal position, and the operator may devote his entire attention to cleaning the upholstery, seat cushions and floor of the car without being encumbered with the motor and dust bag. The equipment available for use with this new cleaner consists of eight pieces. —*Electrical Merchandising*, June, 1930.



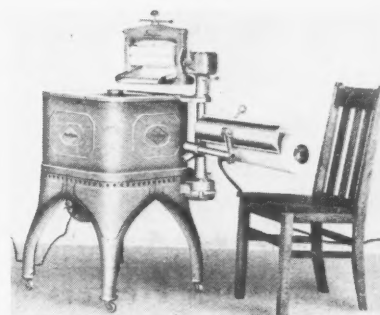
Welsbach Hydrelectric Refrigerators

Among developments in the electric refrigeration field is the new "Hydrelectric" refrigerator announced by the Welsbach Company, Gloucester City, N. J.

Two outstanding features claimed for the new refrigerator are the hydration of the entire food compartment, eliminating the drying out of foodstuffs and making unnecessary the use of covered dishes and the second feature, the quick freezing of ice cubes and desserts without any accelerating device.

The design of this new refrigerator involves the isolation of ice-cube freezing trays from their customary location within the chilling unit in the food storage chamber and the substitution of a shallow finned cooling unit for the customary brine tank or frost coil. The new finned cooling unit at no time attains sub-freezing temperatures. It therefore neither dehydrates the air or foodstuffs, the manufacturer explains, nor does it build up a coating of frost, hence shutting down of the system for defrosting is unnecessary. The refrigerant is "Alcozol"—ethyl chloride.

Cabinets are of "Seeger" construction, of seamless steel with porcelain exterior and chromium plated hardware. They are available in capacities of 6 cu.ft. food storage space, 7 cu.ft. and 10 cu.ft., with intended retail prices of \$330, \$395 and \$460. —*Electrical Merchandising*, June, 1930.



Faultless Ironer Attachment

To use the new "Faultless" ironer attachment it is not necessary to remove the wringer from the washer; the ironer can be swung out of the way against the side of the machine when not in use or the ironer can be easily removed entirely by taking out one pin.

The ironer can be sold with either Model K or Model F washer or separately to owners of either of these two machines. It may be had in either electric or gas-heated type. The intended price of the ironer is \$49.75. Vulcan Manufacturing Company, 1501 Cypress Street, Kansas City, Mo. —*Electrical Merchandising*, June, 1930.

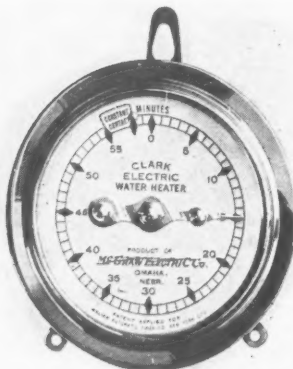
New Electrical Merchandise



Air-Way Aeriet Heaters

The "Air-Way Aeriet" heater is made in two types, one of which, the "Electric Aeriet" uses electricity for fuel; the other provides heating element that is connected to hot water or steam pipes. The principle of operation is the same in both models. In both cases a motor-driven fan draws the air into the "Aeriet," passes it through the specially-designed heating element and projects it into the room again. Both the electric and hot water or steam "Aeriet" can be concealed within walls or partitions.

The electric model is made in portable as well as stationary type. The electric heating unit is a low temperature non-glowing element. The motor which drives the fan creating the air current through the heating element is a Capacitor type motor, specially designed and built. Model 14, the most popular size heater, consumes 1½ kilowatts at 110 volts, giving, it is claimed, 5,635 B.t.u., or the equivalent of about 23½ sq.ft. of direct radiation. Air-Way Electric Appliance Corp., Toledo, Ohio.—*Electrical Merchandising*, June, 1930.



Clark Time Control for Water Heaters

Announcement is made by the Clark Electric Water Heater Division of the McGraw Electric Company, Omaha, Neb., of a new development in its timer control clock used for intermittent service on electric water heaters.

When the pointer on this new control is turned to the space on the dial marked "Constant Contact" the timer will give continuous automatic service without the necessity, as heretofore, of resetting the clock when the 60-min. period has expired. This new development not only provides clock control for normal service but permits continuous automatic service for the days when larger quantities of hot water are required.

All timer control clocks supplied by this company will be of this new model, at no increase in price.—*Electrical Merchandising*, June, 1930.

Appliance Display Service

A display service, consisting of a set of display material for twelve consecutive months, for use with electrical appliance displays, is being offered by the Bishop Publishing Company, 308 West Washington Street, Chicago.

Each set contains four cards, two of them measuring 15½ in. x 47 in., without easels, for use in wrought iron frames, and the other two measuring 7½ in. x 15½ in., with easels. The wrought iron frames (two to a set) are finished in black and silver and are so made that the top is movable and two cards may be used at the same time, one card on one subject facing one way and another card backing it up and facing the other way.

Displays during the coming year will feature most of the electrical appliances now being sold and it is necessary for the utility or dealer subscribing to this service to take cards on the only appliances they now sell. The displays are sold on a twelve months' contract basis.—*Electrical Merchandising*, June, 1930.



G-E Code Wires in Color

To make circuit marking easy, the General Electric Company, Merchandise Department, Bridgeport, Conn., is announcing rubber-covered wires in eight colors—red, green, blue, brown, black, yellow, white and white-with-a-tracer. These new markings are designed to make new wiring easier and to save time and reduce testing on extensions and alteration jobs. The colored wire is offered at no increase in price.—*Electrical Merchandising*, June, 1930.

Superlectric Automatic Waffle Iron

Another electric waffle iron, No. 651, is being offered by the Superior Electric Products Corporation, 1300 South 13th Street, St. Louis, Mo. The special features of this iron are a waffle ring and expansion hinge which permit waffle dough to rise freely, and a special timing device with a signal gong which not only sounds when the iron is hot enough, but also indicates when the waffle is finished baking. Also, by proper adjustment of this timing device the waffles can be baked light, medium or dark.

The intended retail price is \$9.50 in nickel and \$10.50 in chrome.—*Electrical Merchandising*, June, 1930.



Kelvinator Bottled Beverage Cooler

To meet a definite demand, the Kelvinator Corporation, 4250 Plymouth Road, Detroit, Mich., has brought out a bottled beverage cooler, which should appeal to a new field, such as roadside and resort refreshment stands. It can also be used as a bottled milk cooler. The cooler is of remarkably simple design, of the submerged type, in which the bottles are immersed in a fresh water cooling bath to give their contents just the right temperature.

From a mechanical standpoint, the new cooler is of the dry expansion type, employing an expansion coil around the inside of the cooling compartment. This coil is protected from damage by bottles. Means are provided for emptying the water without a syphon hose. There is also a safety overflow feature. A thermostat is located in the machine compartment.—*Electrical Merchandising*, June, 1930.



G-E Pressure Water Cooler

In the new pressure water cooler just announced by the Electric Refrigeration Department of the General Electric Company, Hanna Building, Cleveland, Ohio, the chilled waste overflow is used to hasten the cooling of the fresh water and thus cuts the cost of current consumed. Before the chilled waste overflow is drained off, it is made to flow back around the outside of the intake pipes. Thus the waste overflow lowers the temperature of the incoming water and reduces the load on the unit.

The mechanism in the new cooler is extremely simple and hermetically sealed. The cabinet is of all steel construction, with entire cooling unit of white porcelain.

The new cooler requires only a simple connection to the water pipes and can be located wherever convenience and utility demand.—*Electrical Merchandising*, June, 1930.

New Electrical Merchandise

Nathaniel Baldwin Radio Sets

Only 18½ in. high, the new "Baldwinette" Model 50 "midget" radio set of Nathaniel Baldwin, Inc., 1601 South Michigan Avenue, Chicago, is no larger than the ordinary loudspeaker in size and described as of "mantel" type. The performance and tone of this small set, it is declared, compare favorably with larger models. The triple screen grid circuit employs three '24s, one '45 and one '80. The speaker is a 9-in. Baldwin dynamic. The intended retail price of this set is \$99.50 complete; with remote control, \$129.50.

Other models in the new Baldwin line are the "Consolette," Model 70 which uses three '24s, one '27, two '45s and one '80 in a triple screen grid circuit with a 12½ in. Baldwin dynamic speaker. Intended retail price, complete with tubes, is \$129.50. With remote control, \$159.50.

The "Hydaway" is made to be hidden in some out-of-the-way place, being tuned entirely by remote control. The chassis is the same as that used in the "Consolette." Intended retail price, complete with remote control and tubes, not including speaker, \$119.50.

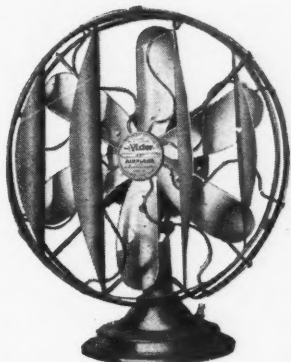
A remote control kit, adaptable to any single dial radio set, is also available. The entire mechanism operates on but 20 volts. It measures 3½ in. high, by 6 in. long by 3½ in. deep. Remote Control Kit, Model 35, complete with tuning unit, motors, transformer and connector box, retails at \$35. Model 15, unit only, \$15.—*Electrical Merchandising*, June, 1930.



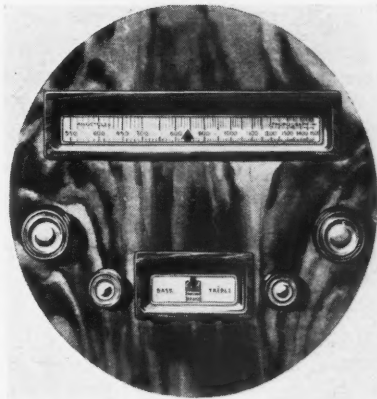
Victor Table Fan

Designed to move air rapidly and quietly without any sudden blasts or drafts is a new table fan announced by the Cincinnati Victor Company, Cincinnati, Ohio.

The fan has six silvery-finished airplane type blades. The patented "Victor Breezespreeder" supplies an even circulation of air without draft. The fan has three-speed control and can be used as a table or wall fan. The finish is blue, green and ebony enamel. Intended retail price, \$19.—*Electrical Merchandising*, June, 1930.



Electrical Merchandising, June, 1930

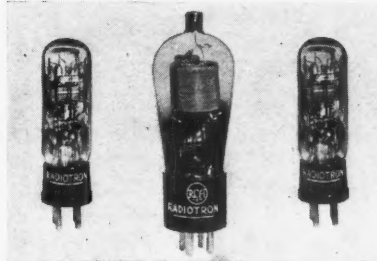


General Motors Radio

One of the features of the new General Motors radio is a "tone selector" by which either the bass or treble may be emphasized at will. The tone control consists of a fixed condenser and a variable resistor, connected in series between the grid terminals of the two '45 type tube sockets.

The new radio comprises four tuned r.f. circuits, using three '24 type screen grid tubes, a power detector stage using a '27 type tube, a first audio stage of resistance coupled amplification, using a '27 type tube, and a last audio stage consisting of two '45 type tubes in push-pull amplification. An '80 type full wave rectifying tube is used, making a total of eight tubes. Volume control is accomplished by one volume control in the antenna circuit and one in the screen grid r.f. circuit, with both controlled by one knob, thus eliminating the use of the so-called soft and loud switch.

A strip-type station selector scale with a moving arrow to mark the desired station, gives complete visibility to the broadcast range. Five models or receivers are offered: a Hepplewhite Lowboy, Sheraton, Late Italian, Queen Anne and Georgian. General Motors Radio Corporation, Dayton, Ohio.—*Electrical Merchandising*, June, 1930.



Three RCA Radiotrons

Designed for two volt, low filament current operation are three new Radiotrons just announced by the RCA Radiotron Company, Inc., Harrison, N. J. These new tubes include a general purpose tube, a screen grid tube and an output tube. All three are of the high vacuum type and employ a strong, metallic filament coated with alkaline earth compounds. The filament in each type has been carefully designed to take as little power as possible, consistent with satisfactory operating performance. The general purpose Radiotron is useful as either detector or amplifier. It is similar in external appearance to Radiotron UX-199.

The new power output Radiotron (for use in the last audio-frequency stage) has been designed to give good output volume from battery-operated receivers where economy of plate current is important.

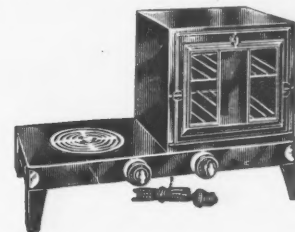
The screen grid Radiotron is particularly recommended for operation as a radio-frequency amplifier in circuits designed especially for it.—*Electrical Merchandising*, June, 1930.

White-Cross Stoves and Ovens

Two new electric stoves and ovens have been announced by the National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill. The ovens are portable and easily removed for other cooking.

Model No. 9 is a heavy duty, 1,000-watt stove for heavy cooking and baking. The oven has a double heat spreader and two adjustable grids. The stove is finished in triple black enamel, has a reciprocating 4-station switch control—high, low, medium and off. The intended retail price for stove and oven is \$9.00; and for the stove without the oven is \$4.50.

Model 102-B has two 750-watt burners. It is made of heavy sheet steel, finished in triple baked enamel with nickel trimmings. It is 11 in. wide, 24 in. long and 5½ in. high. The oven is 11x11x12 in. The intended retail price is \$14.00.—*Electrical Merchandising*, June, 1930.



Kellogg Radio Receivers

The Kellogg Switchboard & Supply Company, 1066 West Adams Street, Chicago, will offer in its 1930 series, two new console models known as 533 and 534. Eight tubes will be used in the chassis—three '24s, two '27s, two '45s and one '80.

Two of the outstanding new features in the 1930 models are the newly-created tone control switch and the local-long distance switch.—*Electrical Merchandising*, June, 1930.

Tork Clocks

Many improvements are embodied in the new Type H clocks announced by Tork Clocks, Inc., 12 East 41st Street, New York City. This new line is taking the place of the old 8-day "Tork" time switches.

Features of these new clocks are the new center wind movement, the simplified dial which never need be removed, the new switch mounting plate making it easy to install and insuring positive alignment between operating parts, the doubly increased wiring space and the fact that the movements are interchangeable and can replace those of old style Tork clocks.—*Electrical Merchandising*, June, 1930.



a month plus interest on the deferred lease. We give 90 days' free service and only ninety days. These policies are known to the trade generally, and because we do a great deal of advertising, and still more because of the activities of our district representatives, we believe that we are building for the dealers better sales and a larger radio market in this city.

A word about our district representatives and the business they build. These men number 250. They each visit twenty-five homes a day, and their approach on radio is not a selling approach, not an attempt to convince the housewife that the sets we are handling are better than any or all other, not a high pressure effort for an order. These men make their radio approach with an inquiry as to whether the family is enjoying the pleasures and educational benefits of the latest development in radio. Our men are instructed to talk about what the family will get from radio. Not that these men do not sell, they do, but their selling is on a basis that serves to develop interest in radio generally. The educational benefit of something over 5,000 such contacts per day undoubtedly has its effect in increasing sales for the radio trade. 140,000 families or thereabouts hear each month some kind of a radio story from our men. And when you think that our sales in peak months are only from 1,500 to 2,000 sets, you can see that the educational benefit of these talks is broader than our direct return.

Dealers also know that the Philadelphia Electric Company does not dump radio sets. This policy was adopted not only out of a genuine interest in the radio trade of our city, but because it is good business. That we do not have to dump and do not have to cut prices, was demonstrated by a sale held recently in Philadelphia. One store advertised a price cut on one of the sets being featured by the Philadelphia Electric Company. We anticipated a considerable decrease in volume from this cut price competition. We decided, however, to maintain our policy of not cutting prices. This was a wise decision, and was so shown by the fact that our sales during this period on the very same sets were very little, if at all, affected.

Radio in my opinion is highly desirable merchandise for the power company. It is profitable—it fills in seasonably with other lines—it builds consumer good will, and with correct policies builds trade good will. One other aspect of radio has its importance to the power company and I want again to quote from our friend, Van Aernam, on this: In a recent talk before our radio committee he pointed out that radio is one of the few electrical appliances that go into the living room. In fact, the only other electrical merchandise which the family uses in its leisure hours are portable lamps and clocks. Both portable lamps and clocks are valuable and valued items of utility promotion. Radio, in my sincere opinion, deserves an equally prominent place.

Home Service of the Future (Continued from page 91)

who could also act as a Home Service worker. Such a woman would be able to carry on lecture demonstration work before different groups, would also take care of demonstrations in the homes of customers and would devote part of her time to sales work for her company. This is not, however, an ideal arrangement, as Home Service department employees should not, if the best work is to be accomplished, be identified with sales work.

The cost of carrying out Home Service activities will also govern the extent to which that activity can be developed and whether or not the personnel of a department will be increased to make more contacts with the customers through all types of Home Service work;

or whether it will be carried on through one Home Service worker or doing as much of the general activities as possibly can be done under such a set-up.

The future desired by the electrical industry is, I am sure, the greater consumption of electricity in the home and this will be accomplished by more than the mere selling of kilowatt hours. It will be indirectly brought about by selling convenience, comfort, time saving and freedom from drudgery. In other words, through its educational work it will help to sell better home conditions and higher standards of living, which will be reflected in a more general use of electric appliances and a greater consumption of current.

That, briefly, is the goal of tomorrow.

HEATERS *Help Sell Ranges*

THE experience of the Idaho Power Company a year or so ago in selling ranges in its rural districts indicated that the greatest item of sales resistance which was encountered was the difficulty of heating water with an electric range installed on farms where no pressure water system was available. Rather than give up the water-back attachment to their wood stove, the farmers went without the convenience of electric cooking, or accepted only a small auxiliary type model which could be used as an adjunct to the old range. There was no electric water heater on the market which met the needs of the situation.

Believing that such a heater could be developed and that it would help to sell electric ranges on the farm, J. D. Orr of the Twin Falls division of the Idaho Power Company and the members of his organization in

the fall of 1928 attempted to work out a substitute for the old reservoir. The first product evolved consisted of a 12- to 15-gallon galvanized-iron tank insulated with balsam wool and wood, with an immersion heater attached near the bottom of the tank and a faucet for drawing off the water just above. This arrangement of the faucet prevented the draining of the tank and insured the safety of the heating element.

During the last few months of 1929 some 900 of these heaters were sold in the rural districts served by the Idaho Power Company and the demand promises to keep up. And every one of these heaters sold represents, in all probability, a customer to whom an electric range could not have been sold unless the water heater were also available. We are just beginning to realize that the two go hand in hand.

The Firing Line News.



New York

"For the Man at the Sales Front"

June, 1930

Worcester Leads N. E. Power Group

66.7 Per Cent Ahead of Quota
for Quarter

BOSTON, MASS.—The Worcester Electric Light Company led all the constituent companies of the New England Power Association in merchandise sold for the first three months of 1930. They exceeded their quota by 66.7 per cent.

March sales for all the companies were 22.5 per cent higher than last year, volume totaling \$191,727 for the month. Among the electric appliances the following totals were included: ranges 95, refrigerators 232, irons 1,686, toasters 1,229, washers 486, cleaners 231, ironers 40.

Philco to Make Own Radio Tubes

The Philadelphia Storage Battery Company, manufacturers of the famous Philco radios, is going into the radio tube business. J. M. Skinner, vice-president, announced that Philco tubes will soon be available through Philco dealers everywhere.

6,000 in Westinghouse Correspondence Lighting Course

Approximately 6,000 students have been enrolled and are now taking the correspondence course in General Illumination being conducted by the Westinghouse Lighting Institute, Grand Central Palace, New York City, which has been made available, without cost, to those interested in lighting.

Representing what is probably the largest attempt ever made for mass education in one subject by an industrial concern, the course, covering every phase of illuminating engineering, has been established to qualify employees of public utilities, manufacturers and merchants in the fundamentals of good lighting practice and the modern developments of the art.

Another Honor for Page

Roy Page was elected vice-president of the Nebraska Power Company. The position has been vacant since J. E. Davidson was made president of the company. Mr. Page was recently appointed general manager. His position is now vice-president and general manager.

Another Hurley Goes to Work

John Hurley has joined the Seattle (Wash.) sales staff of the Electric Household Utilities Corporation, manufacturer of Thor washing machines. Mr. Hurley is a brother of E. N. Hurley, Jr., president of the corporation, and was recently graduated from Princeton University. He will work under the direct supervision of R. G. Chamberlain, vice-president, who is in charge of all Thor sales in the eleven Western states.

W. R. Herstein With Armstrong

Has Long Experience in Electrical Industry

The Armstrong Electric & Manufacturing Corporation, Huntington, West Virginia, announce the appointment of W. R. Herstein as vice-president with headquarters in the Sterick Building, Memphis, Tenn.

Mr. Herstein will direct the activities of the company in the South and Middle West. The district and sales organization to be directed by Mr. Herstein comprises South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Arkansas, Oklahoma, Kansas, Missouri and parts of Kentucky and Indiana.

Georgia Power Breaks World Range Selling Record

3,318 Units Sold in 42 Days

There's Just No Stopping These Boys!

ATLANTA, GA.—About the only fun in life that the boys down in the merchandising division of the Georgia Power Company have is breaking world's records in every campaign they put on. And no matter how badly they broke one the year before they are always prepared to do it again.

Last summer they broke the world's record on refrigeration selling; in a single campaign selling more than \$1,000,000 worth. They have just completed an electric range campaign (Westinghouse) in which they sold 3,318 ranges in 42 days.

We are going to let them tell their own story of the campaign as published in the "Sales Log." You can see vest buttons popping all down the line as you read:

When, in the course of human events, it becomes necessary to add to the merchandising laurels of a central station whose selling forces have already achieved nation-wide fame; when said salespeople have been repeatedly challenged to do battle along the electric range front in a manner

that would deserve especial attention; when from far and near have come inquiries as to the ability of these salesfolk to add to the lines of their Company an electric range consumption load worthy of commendation—well, who wouldn't be fired with the determination to establish such a record as our Merchandise Division has done on the Westinghouse Electric Range Campaign which came to a close on Saturday, April 19th?

Against a total quota of 3,000 ranges to be sold in 42 days, our salesforce completed the special drive with a total of 3,318 ranges, or 110.6% of quota!

To the South Georgia Power Company, recently affiliated with the Georgia Power Company, went honors for selling 151.9% of their bogie. To Dawson District went honors for selling the greatest per cent of quota of any District in the entire system—a convincing 216%. To Decatur store go first Atlanta honors for selling 114.5% of quota.

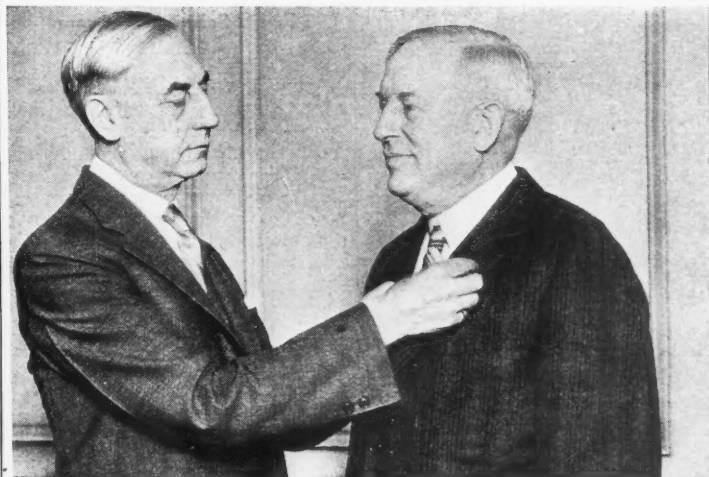
This is a campaign that will not soon be forgotten. It is one that takes rank with our great electric refrigerator campaign of 1929.

Taking 150 kw.-hr. as the average monthly consumption of an electric range, multiplying that figure by 3,318 units sold on the Westinghouse Campaign, and then multiplying the resulting figure by 12 (months in the year), we arrive at a total of 5,972,400 kw.-hr. in new and additional annual consumption.

Projecting the life of an electric range to seven years, we find that the campaign can be directly credited with seven times 5,972,400 kw.-hr. or 41,806,800 kw.-hr. in new consumption over the next seven-year period. And, what is more, there is every reason to suppose that when a customer has once used an electric range she will continue to do so all through the years!

The total number of residential customers on our lines is 108,000. Dividing this number into 5,972,400 kw.-hr. we conclude that our "Average kw.-hr. consumption Per Residential Meter" will be increased by 55.3 kw.-hr. per year.

Decorating the Boss



M. A. Oberlander, oldest employee of the General Department of the Graybar Electric Company, presents his President, Frank A. Ketcham, nationally known figure in the electrical industry, with a gold service pin emblematic of thirty years' service with the Graybar organization.

Not Bad, Eh?



Standard's Charlie Pierson likes to hook big ones whether they be new electric range customers or fish. And that's some fish!

Tassie Comes East

B. M. Tassie, who has been Pacific Coast manager of Manning Bowman & Company, with headquarters in San Francisco, for a number of years, has been appointed assistant to the president and manager of the company's factory at Meriden, Conn. The change becomes effective June 1.

U. S. Time and Electric Clocks

Asserting that its clocks are operated, controlled and corrected by United States Naval Observatory time, when such is not the fact, a corporation manufacturing electrically-driven clocks, signed a stipulation with the Federal Trade Commission recently agreeing to discontinue this misrepresentation.

Flying Dealers



Arel & Berube, radio dealers of Northampton, Mass., Cal's home town, are flying enthusiasts. They are shown taking off after attending the annual meeting of the New Haven Electric Company, Atwater-Kent distributors. Left to right: F. M. Dinan, N. H. Electric; J. Charaski, P. Stewart, R. H. Lyon, F. A. Dewey of A-K; and H. E. Howe, E. J. Berube, A. H. Arel, J. Baltrun, pilot, F. Ganter.

Westinghouse Re-enters Radio Distribution

M. C. Rypinski Heads Re-organized Department

The Westinghouse Electric and Manufacturing Company will again distribute radio sets over their own name.

This, however, marks the first official statement as to policies. Back in 1921, the company began by broadcasting over KDKA, Pittsburgh, and by marketing through its jobbers and dealers, Westinghouse Aeriola Junior, Senior and Grand, and the Westinghouse R. C. radio set.

M. C. Rypinski, manager of the radio department, announces the following organization: Lewis M. Clement, assistant to manager, responsible for commercial engineering, service, etc.; C. Hart Collins, merchandising manager, responsible for jobbing relations; Ralph B. Austrian, assistant to merchandising manager, responsible for dealer relations; John A. Duncan, assistant to merchandising manager, responsible for Westinghouse radio sales on the West Coast; Frank E. Eldredge, assistant to manager, responsible for business with the Government, associated interests and for internal organization activities; Leroy W. Staunton, assistant to manager, responsible for advertising and sales promotion.

Mr. Rypinski will be remembered as manager of the radio department of the Westinghouse Company in 1920. He was vice-president of Brandes and Kolster radio from early 1922 until 1928, when he resigned and retired from active business for a year. Prior to his connection with Brandes and Kolster, he had served Westinghouse for sixteen consecutive years.

C. Hart Collins announces that the distribution of Westinghouse radio will flow through Westinghouse Agent-Jobbers. Jobbing territories have been established, and during the time of the Radio Trade Show at At-

lantic City, jobbers will be given information on the initial advertising plans, general dealer policies and the Westinghouse radio sets. Mr. Collins was the founder of the Company of C. Hart Collins, Ltd., manufacturers of radio sets in Great Britain. He is one of the original group of founders of the British Radio Manufacturers Association and Executive Council. He joined the Westinghouse Company in April.

Ralph B. Austrian has been merchandising radio since the early days of the industry and is well acquainted with dealers' distribution problems.

Mr. Duncan is well-known to the jobbers, having been vice-president and general manager of the Illinois Electric Company, Chicago, Ill., and active in the distribution of Westinghouse radio in 1921. He leaves the Westinghouse Electric Supply Company in Chicago where he was northwestern district radio sales manager, to represent the Radio Department on the West Coast.

Frank E. Eldredge has been active in the Westinghouse Company for the past six years, coming with the company in charge of U. S. Government Radio Section and rising to the managership of the Radio Commercial Department.

LeRoy W. Staunton was advertising and sales-promotion manager of Brandes and Kolster from late 1922 until 1927, when he became associated with a New York advertising agency. He was associated with the Westinghouse Advertising Department in 1920 and 1921.

Cohill Directs Serelco Sales

F. H. Schrage Assistant

NEW YORK, N. Y.—Thomas H. Cohill, formerly branch sales manager of Welsbach Company in New York City, has been appointed general sales manager of Serelco, Inc. Mr. Cohill has had previous experience for a number of years in the appliance field having been sales manager in the metropolitan area for Servel refrigeration and in charge of sales organization for Landers, Frary & Clark in their southern territory.

Mr. Cohill will be assisted in his new duties by F. H. Schrage, assistant general sales manager. Mr. Schrage comes to Serelco from Savory, Inc., where he spent two years introducing a gas fire toaster. Prior to that he was also connected with Servel in metropolitan New York.

Modest



It must be three months since we asked Earl Applegate to send us his picture for our "Electrical Men of the Month." He was made sales manager for Gainaday Electric Company. Modest chap, all right.

Kenney Heads Portland Electric Club

The annual meeting of the Electric Club of Portland (Ore.) held recently, resulted in the election of the following officers for the coming year: president, R. C. Kenney, NePage McKenny Company; vice-president, S. G. Ward, Graybar Electric Company; secretary-treasurer, T. W. Fitch, Pacific Northwest Public Service Company; sergeant-at-arms, N. L. Bost, Square D Company.

The new executive committee is composed of H. W. Brown, Electric Corporation; B. A. Heunergard, Heunergard Electric Company; E. G. Hall, General Electric Company; L. W. Going, chief electrical inspector, City of Portland. F. H. Murphy, of the Pacific Northwest P. S.

Stylist



R. E. Patten has been appointed Chief Stylist of Hotpoint appliances, Edison General Electric Appliance Company. Art in the appliance business has arrived if the interior appointments of Mr. Patten's office may be taken as any indication.

Electrical Men in the Month's News



RYPINSKI

M. C. Rypinski, appointed manager of Westinghouse's re-organized radio department.



COLLINS

C. Hart Collins who becomes merchandising manager of Westinghouse radio



STAUNTON

Leroy W. Staunton will have charge of advertising and sales promotion policies of Westinghouse radio.



DUNCAN

John A. Duncan, assistant to merchandising manager, will direct sales policies of Westinghouse radio on the West coast.

Pacific P & L Sales \$40,000 Ahead

Big Increase in First Quarter

PORTLAND, ORE.—March merchandise sales for the Pacific Power & Light Company exceeded those for the same period last year by \$31,862.42. For the first quarter sales are nearly 40,000 ahead of '29.

Appliance sales for March included the following: washers, 416; ironers, 116; ranges, 109; refrigerators, 44; cleaners, 51; water heaters, 57; radios, 61; toasters, 294; waffle irons 112.

Hygrade Establish Cleveland Office

SALEM, MASS.—The Hygrade Lamp Company, manufacturers of incandescent lamps and radio tubes, have established a branch office at Cleveland, O. E. J. Wohlfeld has been appointed district manager and will be assisted by Sidney Lando, Laurence N. Raymond, W. F. MacWilliams, Allyn R. Heck, P. R. Richardson, Fred S. Holmes.

Southeastern States to Form Regional Council

The seven states of the Southeast are to hold an annual economic conference beginning this fall, and set up a regional council to co-ordinate the development of this economic area.

The decision was reached at a conference of governors held April 28, at Asheville, N. C. The organization will be patterned after the New England Council.

Governor O. Max Gardner of North Carolina called the meeting and presided. Governor Henry H. Horton of Tennessee and Governor Doyle Carlton of Florida were present in person, and the governors of Virginia, South Carolina, Georgia, and Alabama sent representatives. From each state came leaders of business, industry, and finance.



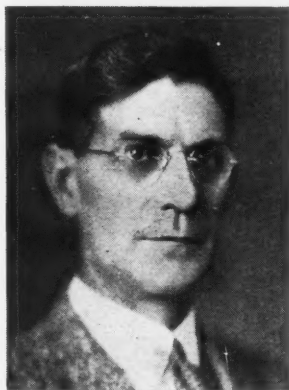
HICKS

J. W. Hicks has been made director of publicity, Byllesby Engineering & Management Corporation and Standard Gas & Electric Company.



PFEIFFER

T. P. Pfeiffer, new advertising manager of Byllesby and the Standard Gas & Electric Company.



DOUGLASS

Ralph M. Douglass, formerly of Silent Automatic, comes to Copeland Products as director of advertising and sales promotion.



DYKSTRA

E. J. Dykstra is the general sales manager of the new "Clarion" radio brought out by the Transformer Corporation of America.

Cutler-Hammer Purchases Union Electric Mfg.

E. F. Le Noir To Be C-H Executive

Announcement is made by Cutler-Hammer, Inc., Milwaukee, Wis., that effective May 1 it has purchased the assets of Union Electric Manufacturing Co., also of Milwaukee, manufacturers of motor

control. The present factory of Union will be operated as a manufacturing division of Cutler-Hammer. E. F. Le Noir, president of Union, will become a member of the headquarters sales staff.

O.P.S. Doing Job on Refrigeration

61.5 Per Cent of Quota at Campaign Half-way Mark

CLEVELAND, O.—At approximately the halfway mark in their 60-day refrigeration campaign, the Ohio Public Service Company report that they have attained 61.5 per cent of their quota of 1,500 units.

Thirteen salesmen have made their quota.

\$65,659 in Refrigeration Campaign

CLARKSBURG, W. VA.—One of the most successful refrigerator (Frigidaire) campaigns conducted by the Monongahela West Penn Public Service Company ended here recently with a total volume of \$65,659.50.

"Big Ed" Needham, supervisor of refrigeration sales kept his men hustling. Here are some of the prize winners: Mary McCluer, Hugh Echard, H. S. Brubaker, H. H. Cooper, G. M. Ney, C. L. Steele, C. B. Hamilton, R. H. Greathouse, George Clapperton.

MacKinnon to Boss Midwest Division

K. R. MacKinnon, assistant general manager of the Nebraska Power Company and vice-president of the Citizens Power and Light Company of Council Bluffs, Iowa, was recently elected president of the Middle-West Division of the National Electric Light Association. The election was held at the Middle-West Convention in Des Moines.

Mr. MacKinnon succeeds A. E. Bettis, vice-president of the Kansas City Power and Light Company.

New Jobs

The All-Steel-Equip. Company, Aurora, Illinois, manufacturers of electrical wiring equipment, announce the appointment of **Irving P. Bean** who will handle the entire line in the Pacific Northwest.

The Summit Mfg. Company of Davenport, Iowa, manufacturers of water heaters, have opened a New York office at 1775 Broadway under the direction of **S. L. Scheer** and **J. J. Harris**.

The Esenbe Company, distributors for Atwater Kent radio in Pittsburgh and adjoining territory in western Pennsylvania, recently announced the appointment of **John K. Nichol** as sales manager of the company.

The Krich Light & Electric Co., distributors for the Westinghouse Lamp & Electric Companies, in New Jersey, announce the appointment of **Oliver Pfaff** as sales manager.

Wilbur C. Tillitt is now connected with the Ken-Rad Corporation of Owensboro, Kentucky. Mr. Tillitt will represent Ken-Rad in the Western Pennsylvania, Ohio and West Virginia territory.

Wagner Electric Corporation announces the addition of **Albert Shaw** to its Salt Lake branch office sales force. Mr. Shaw is a well-known mining engineer.

W. R. Thornhall has been appointed district manager in British Columbia for the Premier Vacuum Cleaner Company, according to an announcement by J. D. Stark, divisional manager for the organization.

Charles W. Goodwin, formerly financial manager, General Electric Supply Corporation, San Francisco, has been made sales manager of the corporation's San Francisco division. He succeeds **Frederick A. Mulvaney**, who has resigned to become Pacific Coast district sales manager of the R.C.A. Radiotron Company, Inc.

Frank Evans, who has been affiliated with radio merchandising since 1920 having had retail, wholesale and manufacturing experience, has been appointed Sales Manager of Motor Parts Company, Philco Branch.

H. P. Susen has been appointed factory representative of the Ilwell Manufacturing Company, Dayton, Ohio, and has established an office at 3027 Grand Avenue, Los Angeles, Calif.

Delta Electric Elects

The board of directors of the Delta Electric Company, Marion, Indiana, held the annual election of officers at a recent meeting.

The following officers will serve for the fiscal year beginning April 1st: **W. B. Stephenson**, President, **George F. Cole**, Executive Vice-President, **John W. Wharton**, Second Vice-President, **Lewis F. Cole**, Secretary, **D. D. Wellman**, Treasurer, **J. W. Stephenson** continues as Chairman of the Board.

Sunny Side Up



J. J. Gallegher, Rhode Island manager, Westinghouse Electric Supply Corporation, beat it down to Matanzas, Cuba, when February sales were blowing.

Is Georgia Power a "Chain"?

Must Pay State Chain Tax

The maintaining of branch stores by the Georgia Power Company constitutes a chain of stores, according to a ruling just issued by Judge E. E. Pomeroy, in the Fulton Superior Court, and the power company will, accordingly, have to pay a tax of \$50.00 per store on all stores operated by the firm in Georgia.

Judge Pomeroy's ruling followed a hearing on a petition for injunction brought by the Georgia Power Company to restrain Comptroller General W. B. Harrison from collecting a chain store tax in accordance with the state tax act, which provides that a tax of \$50.00 a year be levied on all chain stores where there are more than five stores in the chain.

It was set out by the power company that it maintained and operated its branch stores throughout the state, not as stores, in the usual sense of the word, but as places maintained for the convenience of the public, and that the electrical appliances sold by the company were for the sole purpose of increasing the output of electrical current.

It was maintained by the state, however, that the company sold all sorts of electrical appliances in its stores for a profit, and that the stores therefore came under the jurisdiction of the state chain store act.

Martin Wolf Joins Beardslee

Martin J. Wolf, formerly vice-president of the Electric Appliance Company, Chicago, has joined the Beardslee Chandelier Company in the capacity of marketing manager.

Prior to his activities with "Eaco" he was sales manager of the Bussman Mfg. Company, St. Louis.

B., N. & E. Power Wins Westinghouse Waffle Iron Award

Sell 4,056 To Take Trophy

Buffalo, Niagara & Eastern Power Corporation, as a result of its recent waffle iron campaign has won the gold plated waffle iron and the five hundred dollars cash award offered by the Westinghouse Electric & Manufacturing Company to the central station doing the most outstanding selling job of Westinghouse waffle irons in 1930.

4,056 Westinghouse waffle irons were required for this campaign or about two and one-half waffle irons for every one hundred wired homes in the territory of the Buffalo, Niagara & Eastern Power Corporation. This represents an outstanding increase over the past volume of electric waffle iron sales of the company whose most successful previous campaign was that of February, 1929, when 982 waffle irons were sold. During the entire year of 1929 a total of 2,670 waffle irons were sold.

The campaign embodied many methods of presenting waffle irons to the prospective buyers. Eighteen window displays were used throughout the system; a quantity of irons were on display in each store and actual demonstrations were given in the principal stores by the Buffalo, Niagara & Eastern Power Corporation Home Service women. Also, a waffle iron was carried by each outside salesman during the entire campaign.

The campaign was a very com-

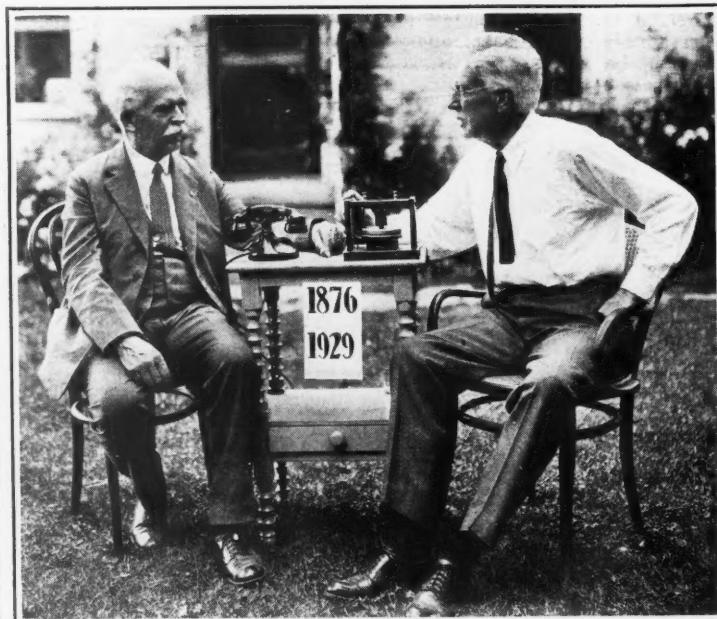
Lone Wolf



G. C. Breidert, general sales manager of the Ilg Electric Ventilating Company, likes the big woods. He is shown with one of the largest timber wolves ever caught in the northern Wisconsin woods.

prehensive activity in the territory of the B., N. & E. system. Through the merchandising committee of the Electrical League of the Niagara Frontier, the dealers co-operatively featured waffle irons of all makes and Electric League newspaper advertising and window display material was extensively used to make the public "waffle-minded." Radio announcements were also used to promote the idea and the availability of this product at nearest Electrical League dealer stores. The dealers' activity added many more waffle irons in the homes of customers.

First and Latest



Dr. Thomas A. Watson, who constructed the first electric speaking telephone for Alexander Graham Bell, discusses the early days of telephony with J. Brodie Smith, vice-president and general manager of the Public Service Company of New Hampshire. The picture, taken at Dr. Watson's summer home, Newfound Lake, N. H., shows an exact reproduction of the first phone and one of the latest models.

Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

N. E. L. A. CONVENTION ISSUE

JUN 9 1930

JUNE, 1930

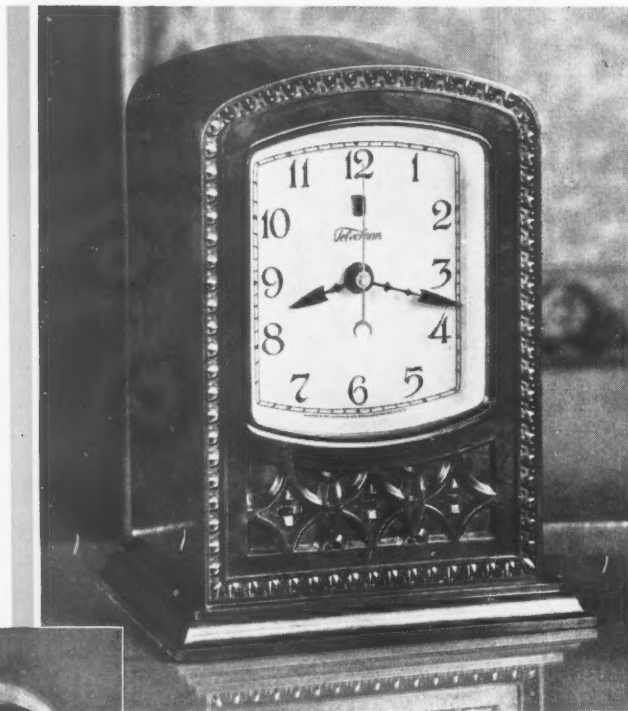
Engineering
Library



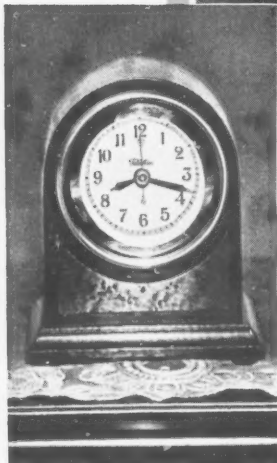
GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR

ELECTRIC REFRIGERATION DEPARTMENT, GENERAL ELECTRIC COMPANY, HANNA BUILDING, CLEVELAND, OHIO

TUDOR—a profitable new leader for a well-established line!

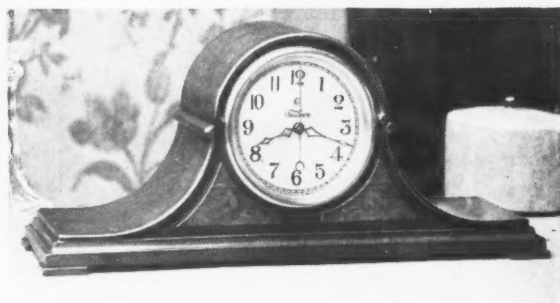


TUDOR. Model No. 356. Bakelite case. Retail price, \$9.75.



CLINTON. Model No. 370. Illuminated dial. Retail price, \$20.

MAGNOLIA. Model No. 662. Mahogany case. Retail price, \$40.



TUDOR, shown at left, is the newest member of the Telechron* clock family and already one of the most important. Its Bakelite case, mottled walnut color, its three-inch cream-colored dial, its classic design, make Tudor most attractive. It will fit almost anywhere in any home. And, by its unusually low price of \$9.75, it simplifies your selling job.

But Tudor is only one of the many other attractive designs. Designs of distinguished beauty—in rich woods and metals. Giving you by far the broadest range of styles and prices you have ever offered your customers. All of them delivering accurate electric time from the light socket—without winding, oiling, cleaning or regulating. All of them backed by a dominating advertising campaign in eleven leading national magazines.

This new model will make the Telechron franchise even more profitable than it is already. Plan to make the most of it! Get the full story today. Clip out the convenient coupon below.

Telechron
ELECTRIC TIMEKEEPERS

WARREN TELECHRON COMPANY
601 Main Street
Ashland, Massachusetts

Please send me information on Telechron electric timekeepers and details of your authorized dealer franchise.

Name _____

Address _____

*Telechron is the trade-mark of Warren Telechron Co., registered in U. S. Patent Office
Electrical Merchandising, June, 1930. Vol. No. 43, No. 6. Published monthly. McGraw-Hill Publishing Company, Inc., New York, N. Y. \$2.00 per year. 25 cents a copy. Entered as second-class matter July 21, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.



This is the Ravenswood with alarm—Retails at \$12.50

THE ideal gift—an electric clock that requires no winding—no regulating—always tells exact time.

Electrical dealers are finding the synchronous electric clock a fast moving profitable specialty. The public is replacing the old fashioned spring clock with the new electrical timepieces that operate from the light socket.

Sell the New Way of Telling Time

June Is a Gift Month Weddings—Anniversaries

This is the dealer's opportunity to create additional profits—and now is a good time to start. Now, when the wedding and anniversary gift season is at its best. Hammond advertising in national magazines will feature the wedding gift idea in Hammond All-Electric clocks. The dealer who ties in will benefit. Ask for more information from your jobber or send the coupon below.



The Hammond Clock Company, 2915 N. Western Ave., Chicago, Ill.
Gentlemen: Please send me full details.

Name _____

Address _____

City and State _____

(EM6)

HAMMOND

— ELECTRIC CLOCKS —

THE NEW
FULL AUTOMATIC
DUO-TOUCH-CONTROL
SIMPLEX IRONETTE
THE BEST IRONER

☞ A worthy companion to the famous hand-operated Simplex Ironette!

☞ The same striking beauty, simplicity, dependability.

☞ The same wonderful ironing ability and the same conspicuous freedom from service.

... Plus ...

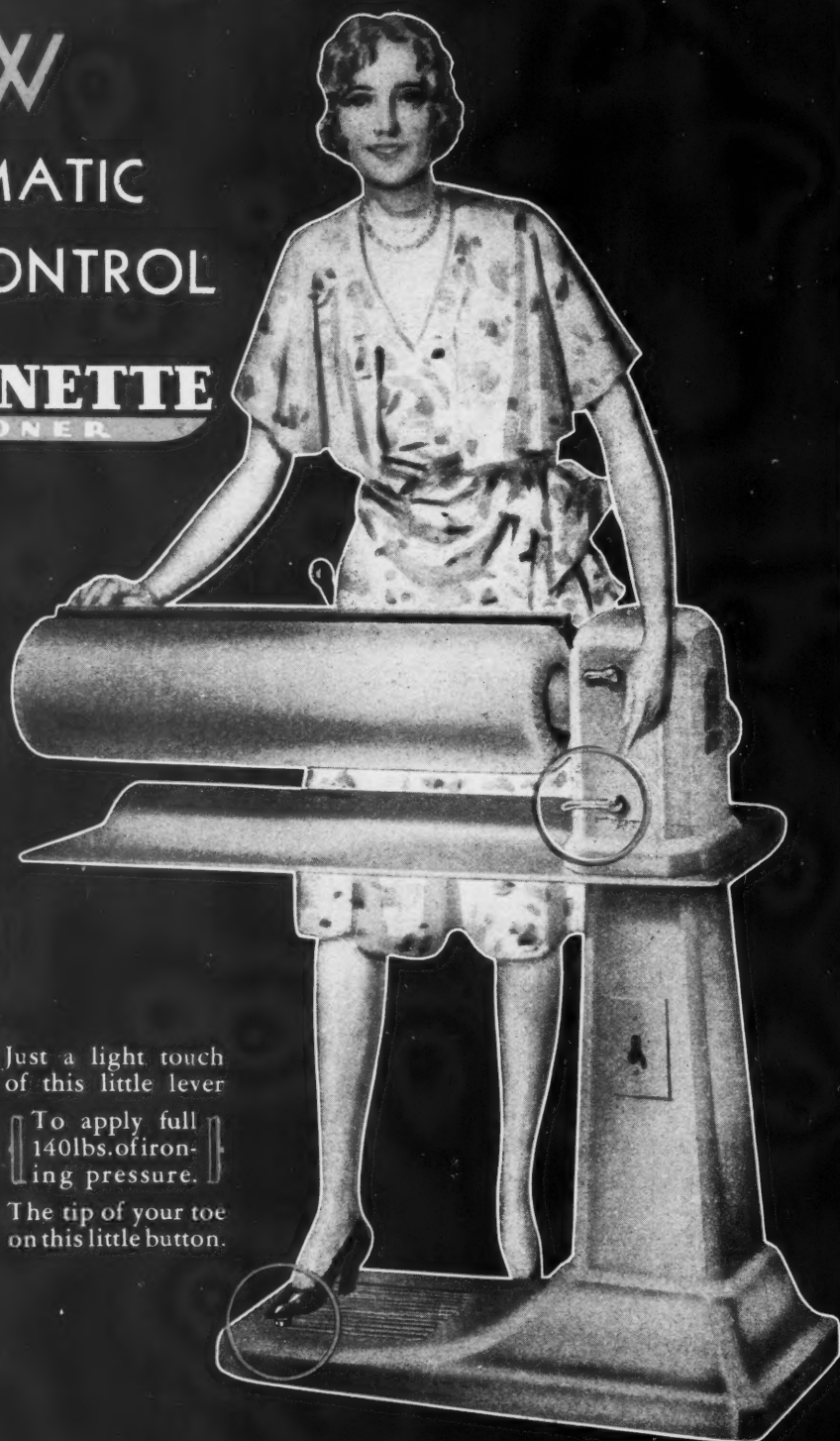
☞ New full automatic Duo-Touch-Control.

☞ Place the new Ironette on your floor as quickly as possible. It will arouse exceptional interest and bring you immediate, profitable business.

LIST

\$109⁵⁰

Slightly higher West of Rockies



Just a light touch of this little lever

To apply full 140lbs. of ironing pressure.

The tip of your toe on this little button.

NOW READY

Both models available



FOR DELIVERY

for electric or gas heat

American Ironing Machine Company

100 East Ohio Street, Chicago, U. S. A.

*Exclusive Distributor for the Dominion of Canada: Northern Electric Company, Limited
Canadian Factory: Toronto, Canada*

• If you slept UNDER the bed



• you'd WAX the floor

... because, as we say (in a more polite way) in the Saturday Evening Post, it's DIRTY.

Are you overlooking the electric floor polisher? Are you overlooking the sensational news in this product?



The new improved Johnson Household Polisher—bearing the oldest name, and the most prominent, in its field.

With all your labor-saving-mindedness, are you forgetting that women hate to scrub floors? When you sell them a machine to keep their clothes clean for a week, do you neglect to mention that an electric polisher keeps their floors clean for a month?

This machine, it is safe to say, eliminates the hardest labor in the world for the woman who uses it. Can you think of any news she'd rather hear?

S. C. Johnson & Son, RACINE, WISCONSIN

THE FINISHING TOUCH FOR THE SPEEDIEST AND MOST THOROUGH OF ALL FINE WASHERS—

DEXTER

Fastwin

*Now
Available
With
Vitreous
Enamel
Tubs*



Model 86-E, with vitreous enamel tubs
Model 80-E, with nicked copper tubs

NO ONE ever questions the speed supremacy of Dexter Fastwin, with its two fast single tubs operating as a unit. Competition is rarely willing to risk home demonstrations when Fastwin is "in the picture."

No one who has used a Dexter Fastwin ever questions its washing supremacy—the only washer with which it is convenient to use the "two-successive-suds" method recommended by Good Housekeeping Institute and other authorities. There again the Fastwin wins in competitive demonstration.

AND now, with the added beauty and greater "eye-appeal" of vitreous enamel tubs—heavily rubber-cushioned—Dexter Fastwin has a third appeal of exceptional sales value.

All of these—plus ample margin for home demonstration. And in home demonstration, Fastwin rarely loses a sale!

The Dexter Franchise, which includes the double-tub FASTWIN, the single tub SPEDEX and the DEXTER RAINBOW IRONER, is the most valuable in the home laundry equipment field today. It will be worth your while to get complete information concerning it.

There is an ample warehouse stock of Dexter Washers near you

The **DEXTER CO.** *Fairfield.
Iowa.*

\$29.50

EAST OF ROCKIES

**PRICED
RIGHT**

SWEEPER-VAC

ELECTRIC CLEANERS *and* POLISHER

The Sweeper-Vac Line includes a De Luxe and Standard full-size motor-driven brush cleaner, a \$29.50 Straight Suction Cleaner and the new Sweeper-Vac Electric Floor Polisher.

The \$29.50 household polisher is an item that spells plus volume to alert dealers.

The Sweeper-Vac polisher has a 7-inch brush revolving at 2,000 r.p.m. It is powered by a Westinghouse motor. It does a quick and efficient job and its attractive appearance appeals to the feminine buyer.

And now—from one manufacturer—you can obtain the complete line of electric cleaners so essential to the present trend of selling.

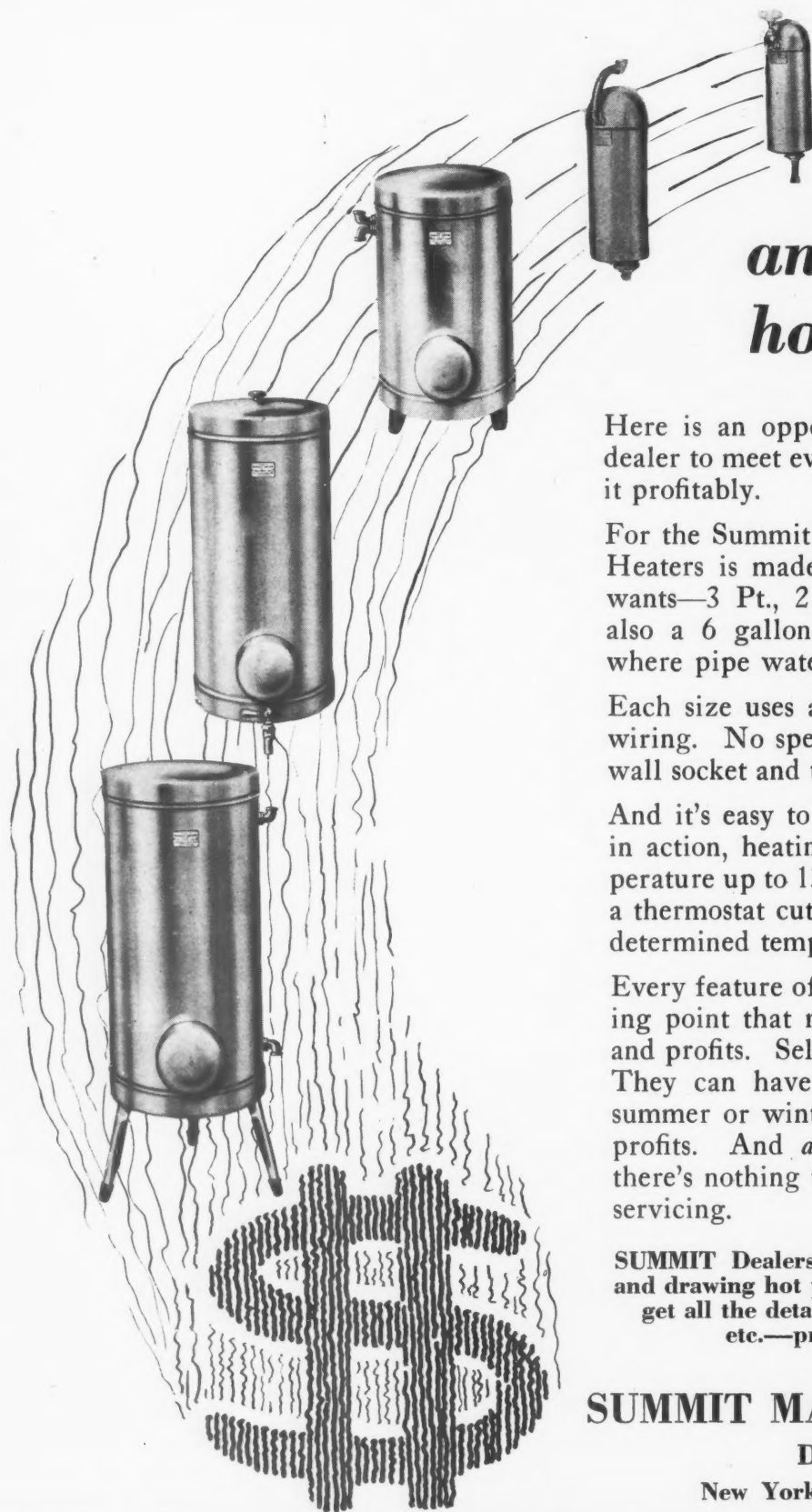
The Sweeper-Vac De Luxe Model offers a complete housecleaning system. It has a ball-bearing motor and features a pulsating, sweeping motor-driven brush combined with extremely powerful suction. As plus features it offers a Vac-Mop for suction cleaning bare floors, a Spraying Device and also a Floor Waxing attachment.

For the popular-price field Sweeper-Vac offers at **\$39.50** a full-size ball-bearing motor-driven brush cleaner known as the Standard Sweeper-Vac. There is also the Sweeper-Vac Straight Suction model with a 14-inch, high-velocity nozzle at **\$29.50** retail. Prices are East of the Rockies.

FOR INFORMATION, WRITE TO

M. S. WRIGHT CO. . . . WORCESTER, MASS.

Sell Hot Water with **SUMMIT ELECTRIC HEATERS**



*and you'll draw
hot profits*

Here is an opportunity for the wide-awake dealer to meet every hot water need, and meet it profitably.

For the Summit Line of Electric Hot Water Heaters is made in every size that any one wants—3 Pt., 2 gallon, 5 gallon, 12 gallon, also a 6 gallon self-contained unit for use where pipe water is not available.

Each size uses a 900 watt unit. No special wiring. No special plumbing, plug it in the wall socket and turn the switch.

And it's easy to demonstrate because it's fast in action, heating water quickly to any temperature up to 130° to 190°. It's automatic—a thermostat cutting out the current at a pre-determined temperature.

Every feature of SUMMIT Heaters is a selling point that makes it easier to build sales and profits. Sell hot water to your customers. They can have it any time—day or night, summer or winter. Here are all-year-round profits. And *all* the profits are yours—for there's nothing to get out of order or to need servicing.

SUMMIT Dealers are lining themselves up fast and drawing hot profits. It will pay any dealer to get all the details—selling plan—discounts—etc.—promptly. *Write today.*

SUMMIT MANUFACTURING CO.

Davenport, Iowa

New York Office—1775 Broadway

1914
1930

FORGING STEADILY AHEAD

FORGING STEADILY AHEAD

- A QUARTER BILLION
KILOWATT HOURS
- 51 MILLION DOLLARS
REVENUE
- KELVINATOR'S
LOAD BUILDING
CONTRIBUTION
IN 16 YEARS

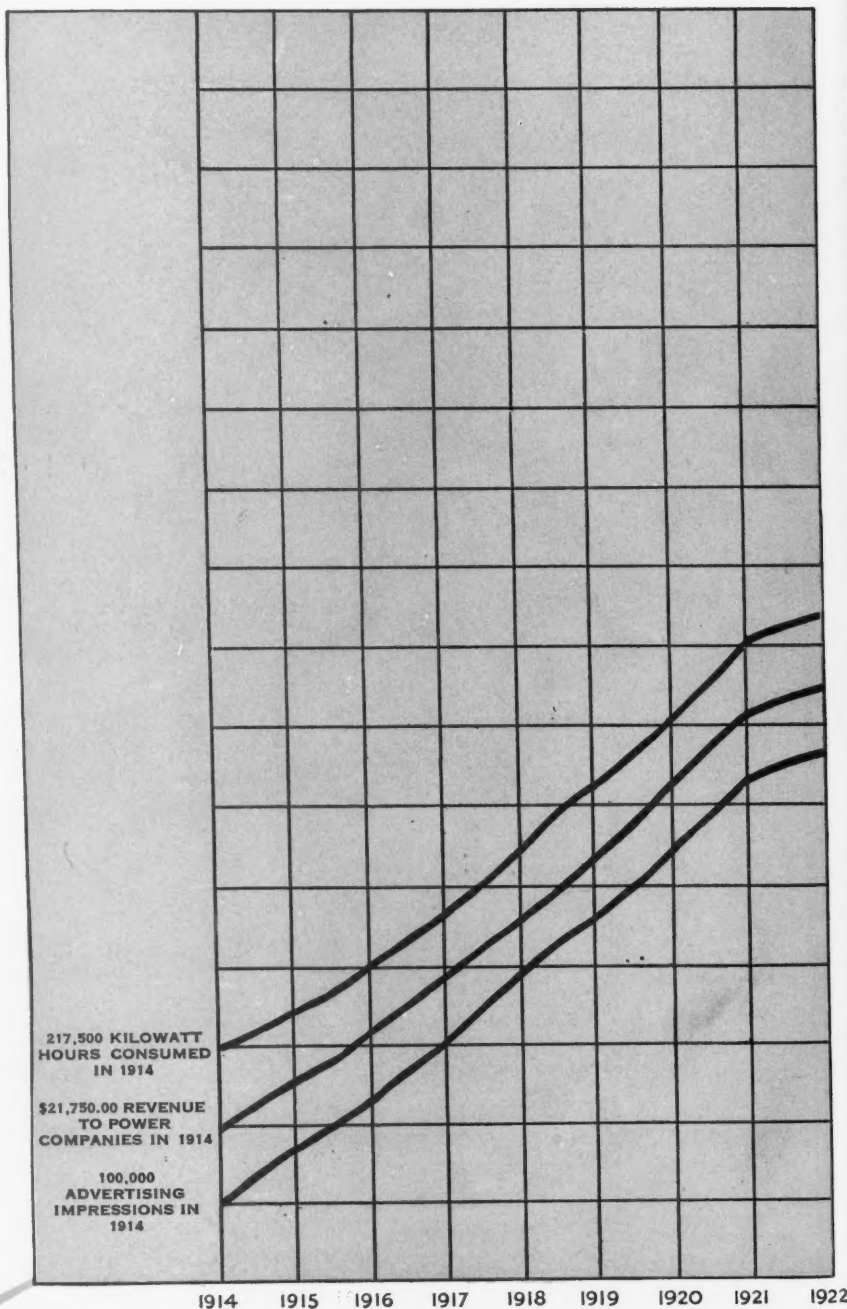
MORE ADVERTISING HEAVIER LOAD

THE PRODUCT

First to produce successful domestic electric refrigeration, today's Kelvinators represent 16 years of constant improvement and refinement in a product that was *basically* right in design at its inception. No other domestic electric refrigerator offers the comprehensive, wholly automatic refrigeration services that are found in the de luxe Kelvinators. No other refrigerator can even approach the automatic *super-fast* freezing that Kelvinator provides in *all* domestic models with the exclusive Iso-Thermic Tubes. This feature, plus the special Cold Storage Compartment, plus Greater Capacity, plus unvarying 40 to 50 degree Cold in the Food Compartment, plus Moist Cold in the Kelvin cooler, plus wholly automatic operation of each of these services, makes Kelvinator unquestionably today's finest electric refrigerator.

THE REVENUE

In the fifteen years, starting with 1914 and running through 1929, Kelvinators connected to power lines have consumed a total of 244,174,700 Kilowatt Hours - and have brought in a revenue, conservatively estimated at \$51,316,943.80. And this does not include 1930 load which has been estimated will be in excess of 108,250,000 K. W. Hours, equal to a revenue of \$6,960,000. These figures, based on the national average rate, as reported by N. E. L. A., show why Kelvinator was so enthusiastically welcomed by the power companies years ago as a means of increasing revenue. It is still first choice of the leading Utilities because net earnings from increased revenue are safeguarded by Kelvinator's proved reliability.



1914

KELVINATOR
THE PIONEER

KELVINATOR
THE ELECTRIC

G GREATER SALES
D LARGER REVENUE

1930

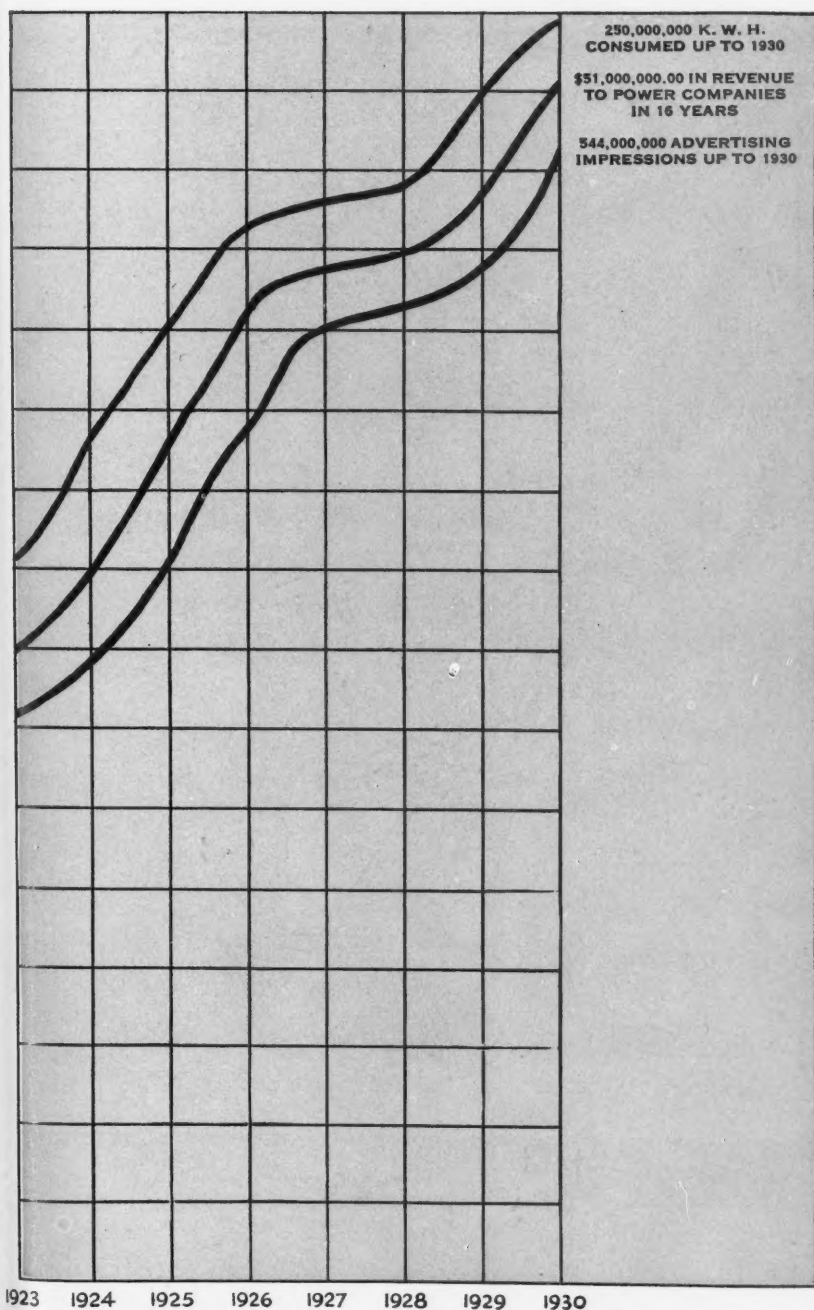
KELVINATOR'S
GREATEST YEAR
KELVINATOR'S
FINEST LINE

ADVERTISING

• In the year 1915 Kelvinator began advertising the advantages of electric refrigeration. At that time domestic electric refrigeration was practically unheard of. It was necessary to sell the idea as well as the product. Kelvinator's original campaign, using direct mail literature, was a very modest one. The idea and the product, however, were sold. The following year trade papers and national magazines were added. Several years later newspapers and posters were added. More recently radio broadcasting has been undertaken. Today Kelvinator advertising covers all mediums and appears at regular intervals throughout the civilized world. All refrigeration sales today owe a certain credit to Kelvinator for selling the electric refrigeration idea over the past 16 years.

THE FRANCHISE

• The Kelvinator franchise carries an especial appeal to the Public Utility. Association with Kelvinator means association with the company that has had most to do with making electric refrigeration a success—a company that has held its leadership—retained the goodwill of both customers and dealers for 16 years, as indicated by the low turnover among its thousands of dealers and distributors scattered throughout the entire civilized world. Kelvinator has developed a Factory Utility co-operation to an extent not approached by any other refrigeration manufacturer.



INATOR
C REFRIGERATOR

FORGING
STEADILY
AHEAD

IN APPRECIATION



We are happy to take advantage of this opportunity to thank the Electric Light and Power Industry for its loyal support, co-operation and confidence in the ultimate achievement of the Kelvinator ideal. Kelvinator has maintained a steady growth in business through the 16 years of its existence. Thanks to your co-operation, 1930 finds Kelvinator in a better position than ever before. 1930 is destined to be Kelvinator's greatest year.

KELVINATOR SALES CORPORATION
14250 Plymouth Road, Detroit, Michigan
PUBLIC UTILITY DIVISION DISPLAY
1 West 47th Street, New York City

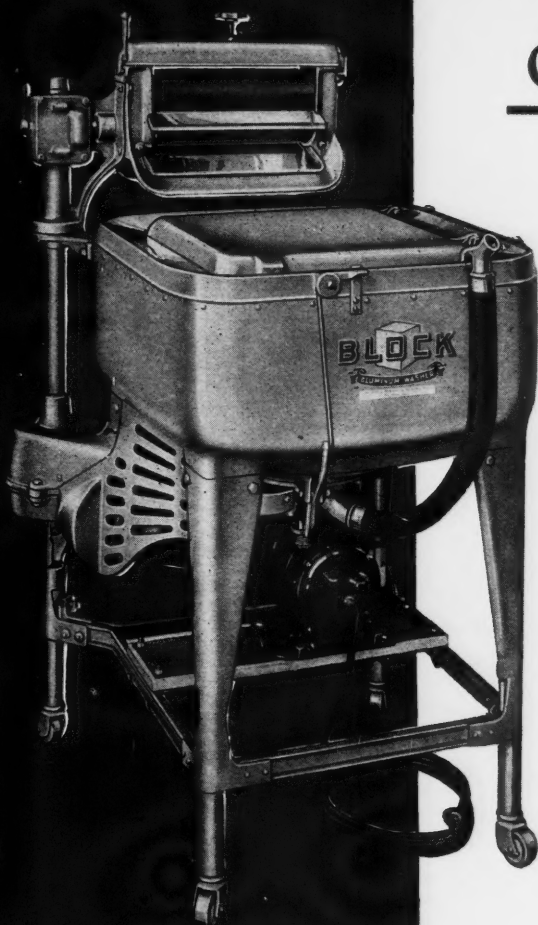
FORGING
STEADILY
AHEAD

G
Y



THE BLOCK WASHER

CAST ALUMINUM



QUALITY THAT SELLS ON SIGHT

DISTRIBUTORS, ATTENTION
Your district may be available. Write
us at once.

SPECIAL DEALER PROPOSITION

Sample washers to new merchandising outlets for amazingly low "trial and inspection" price. If not satisfied return for full credit. Take immediate advantage of this unusual proposition.

Truly an outstanding achievement in the Washing Machine Industry. Polished Cast Aluminum Tub, Lid, Agitator, and all metal parts coming in contact with clothes. New design 4-Vane Agitator doubles the water action, keeping clothes in constant suspension, permitting amazing new washing speed. Massive Cast Balloon Roll Dryer extracts water, dirt, and soap without harming the most delicate fabric.

The Block is handsome in appearance, simple in design, quiet in operation, durable and efficient. It will out-demonstrate all competition under the severest conditions. See the new 1930 Block Washer and prove these claims for yourself.

MINIER MANUFACTURING CO.

PEORIA

ILLINOIS



*The better the Wringer
& The whiter the Wash*

LOVELL

AND PRESSURE IS NEEDED TO

RINSING

is good .. *but* ..



Housewife: Why are practically all of the finest washing machines equipped with wringers?

Dealer: Because modern experts have discovered that for thorough cleansing, the pressure of the wringer rolls on the wet fabric is almost as important as soaking and slushing.

Housewife: I thought a wringer simply squeezed out the extra water.

Dealer: Much more than that, Madam. The pressure of the rolls also squeezes out the tiny bits of dirt and soap not removed by the soaking and slushing. They are carried away with the water.

Housewife: Doesn't a thorough rinsing do the same thing?

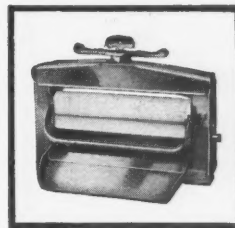
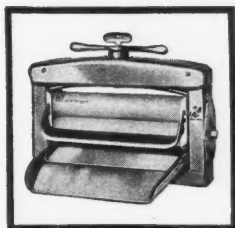
Dealer: Only if done time after time after time. This Lovell Pressure Cleanser *does it thoroughly and at once*. It saves hours of heavy work and wasted energy.

Housewife: So a wringer is really a pressure cleanser?

Dealer: Exactly. And let me add this: the better the wringer the whiter the wash.

LOVELL MANUFACTURING COMPANY

ERIE, PENNSYLVANIA, U. S. A.



© Lovell Mfg. Co., 1930

PRESSURE CLEANSER

MAKE CLOTHES REALLY CLEAN

a Sell Out.

ONCE in a blue moon a manufacturer comes into the market with a product so far in advance of the field, so outstanding in every respect—quality—performance—price, that the trade and public alike welcome it with open arms.

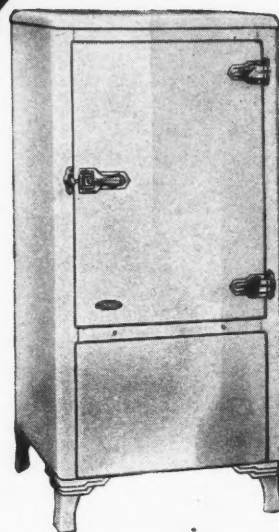
The new 1930 NORGE line of package merchandise met with such a reception. An avalanche of orders followed its introduction. Accelerated production—day and night operation—fails to keep abreast of the insistent and growing demand.

Distributor and dealer applications pour in by mail, wire, and long distance.

Far-sighted business men visualizing the potentialities of the NORGE Franchise are seeking it with full understanding that shipments in their case are months away.

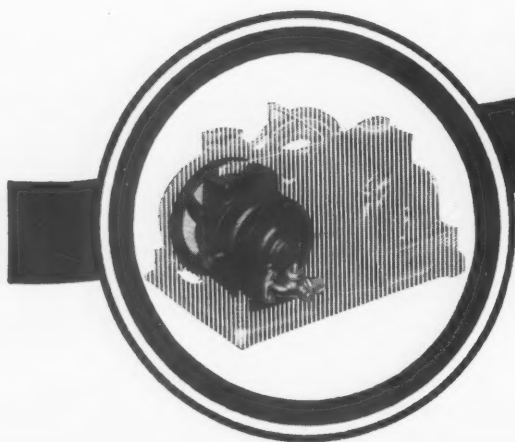
The same features that impress them will impress you. If you are becoming "refrigeration minded", write, wire or call us.

There is some distributor territory yet available. Dealer inquiries will be handled promptly.



17 Norge Features

The Rollator—exclusive in Norge Refrigeration. Self-Closing Freezer Door—cubes protected from odors. Five-Speed Cold Accelerator. Down-Draft Flues—uniform cold air circulation. Defrosting Switch. Maximum Shelf Space. Non-Sticking Cube Trays. Chill Tray. One-piece Porcelain Lining. Modern Chrome Hardware—artistic, non-tarnishing. Spring Door Latch—closes tight without manipulation. Refrigeration System—removable as single unit. Tall Bottle Cut-out. Abundant Ice Cube Supply. Concealed Tubing—freedom from injury. Clean-Easy Edges to Food Compartment. Double-Gasketed Door—lowers operation costs.



NORGE

CORPORATION DETROIT
DIVISION OF BORG-WARNER

20 YEARS IN THE MANUFACTURE OF PRECISION MACHINERY
—YEARS OF SATISFACTION IN THOUSANDS OF INSTALLATIONS
THROUGHOUT THE WORLD—THE FINANCIAL AND ENGINEERING
STRENGTH OF THE GREAT BORG-WARNER ORGANIZATION—ALL
ASSURE NORGE SUPREMACY IN DESIGN, CONSTRUCTION AND VALUE.

ANNOUNCING AN INTRODUCTORY SALES PLAN ON EVEREADY RAYTHEON 4-PILLAR TUBES OPENING THE DOOR TO BIGGER PROFITS

YOU'LL travel long and far to find another offer as attractive as this one. In the first place, it involves the finest quality merchandise—Eveready Raytheon 4-Pillar Tubes! Tubes that have built an outstanding reputation for performance in every radio set where they've been installed. In addition, this introductory sales plan is made with no strings or reservations. It's just the same as money in the bank—or in the cash drawer. Here it is:

1 With every purchase of 25 Eveready Raytheon Tubes, either assorted types or one type, two additional type-227 tubes will be included in the shipment. No charge. You pay for 25, but you get 27 tubes.

2 With every purchase of 45 Eveready Raytheon Tubes, either assorted types or one type, 5 additional type-227 tubes will be included in the shipment. No charge. You pay for 45, but you get 50 tubes.

3 With every purchase of 200 Eveready Raytheon Tubes, either assorted types or one type, 25 additional type-227 tubes will be included in the shipment. No charge. You pay for 200, but you get 225 tubes.

In each case, the retailer may select his own assortment of tubes purchased.

AND THAT'S NOT ALL—TURN TO NEXT PAGE



>> FREE — HANDSOME EVEREADY CABINET GIVEN YOU WITH MADE OF METAL

THIS special K-11 50-tube deal offers you outstanding profit. You get this brilliantly colored, permanent, metal tube-vending cabinet free with your purchase of 45 Eveready Raytheon Tubes in the following types and quantities:

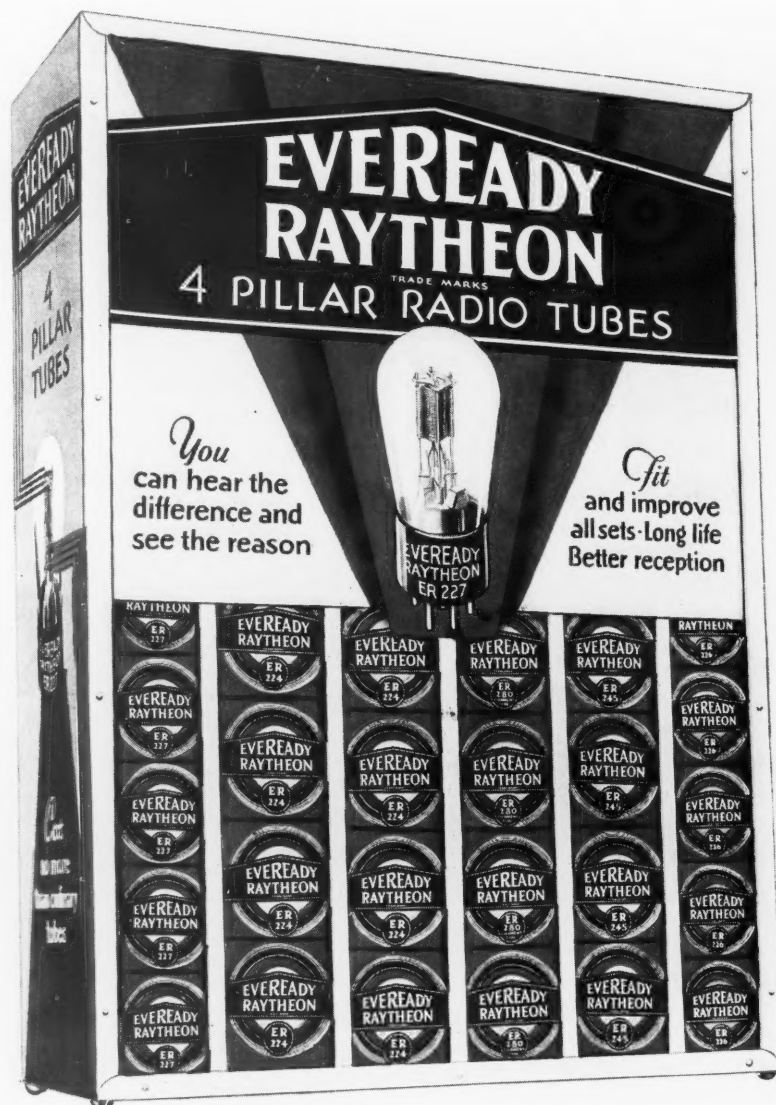
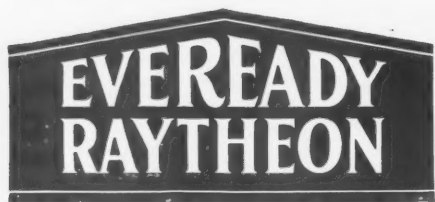
15 - Type-224; 10 - Type-227; 10 - Type-245; 5 - Type-280; 5 - Type-226.

You will also receive five additional type-227 tubes in the shipment, at no additional charge. You pay for only 45 tubes in the assortment given above. AND you get 50 tubes and the metal cabinet shown on this page. The cabinet is offered to dealers in this K-11 deal only. This assortment has been tested and packed at the factory and sealed in the cabinet in which you receive it.

You pay \$86.25 for this deal. You get \$156.25 from your customers. You make \$70, which is 81% on your investment!

Look at the illustrations. They show the front and back of this strong, striking cabinet—it actually helps you sell the tubes!

The assortment of Eveready Raytheons which you get, *including your five free tubes*, comprises the most popular types! The purpose from start to finish is to help you sell the greatest number of Eveready Raytheons, and to see that you make the most money out of it. It's 100% co-operation with the trade, and there's a lot more to it than this one big bargain!



RAYTHEON TUBE-VENDING

THE K-11 50-TUBE DEAL <<

—\$5 VALUE—FREE

There's national advertising—telling the public what a SOUND improvement Eveready Raytheons are. Telling them why, and pointing out the exclusive advantages of the patented Eveready Raytheon 4-Pillar construction.

There's the product itself—backed by National Carbon Company, Inc., a leader in the industry, with a quality reputation and a world of experience. Makers of the famous Eveready Layerbilt "B" Batteries—

an improvement as revolutionary as Eveready Raytheon 4-Pillar Tubes. With tremendous laboratory resources constantly engaged in development that will keep these tubes at the head of the league. Each Eveready Raytheon Tube meets laboratory standards of construction and performance.

There are dealer helps—counter and window displays, a muslin wall chart and tube register to tell you and your customers what you want to know about tube types, a station-log for your customers—a wealth of material to make selling Eveready Raytheons one of the easiest and most profitable things you can do. Take advantage of it—all of it—then *demonstrate* the superiority of Eveready Raytheon reception in your customers' own radios. Tell them to put a new Eveready Raytheon in each socket of their present receivers. Let them *hear the difference and see the reason.*



Trade-marks

>> HERE'S SOMETHING YOU CAN REALLY SELL YOUR CUSTOMERS

AS HIGH as 90% of all the radio troubles your customers have are due to faulty tubes. These customers come to you for service, and repairs . . . and *tubes*. Cut down their trouble, give them a better kind of reception than they've ever listened to from their radio sets. Sell them Eveready Raytheons! These tubes give you something to talk about.

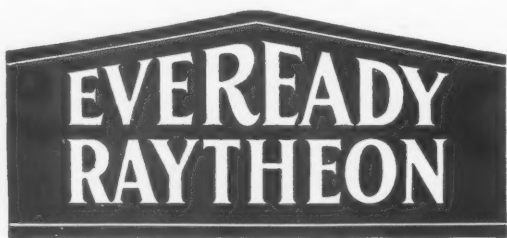
First of all, there's the patented *4-Pillar construction*, a **SOUND** improvement. You can actually see it, inside an Eveready Raytheon. It means long life, strength to resist the bumps of shipment and handling which endanger the performance of ordinary tubes. And rigidity to resist vibration from dynamic speakers. Modern radios need Eveready Raytheons, with their superior strength and rigidity. These tubes are quick-acting too. For rich, full-voiced reception, with breath-taking realism, tell every customer to put a new Eveready Raytheon in each socket of his receiver.

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York daylight saving time) from WEAJ over a nation-wide N. B. C. network of 30 stations.



Service-men! Write for this material

Information and sales helps, designed especially for service-men's use, will gladly be sent free. Among them is a blue-print showing complete engineering data on all Eveready Raytheon Tubes. Hundreds of service-men are using this data to advantage. Write our nearest branch.



Trade-marks

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation

YOU CAN HEAR THE DIFFERENCE AND SEE THE REASON

THE BRAMMER WASHER



SELLS Easily Because

It washes perfectly—



*Its handsome vitreous enamel tub is kept
clean easily—*



*A 4000 hour working test shows its
mechanism good for 20 years of
ordinary family use—*



It has a price that closes the sale.



Brammer Washing Machines have been building a reputation for themselves among dealers and consumers since 1866. Here and there, territory is still open. What about your community? Write for details, prices, sales plan. BRAMMER WASHING MACHINE CO.

Davenport, Iowa

BRAMMER *Electric 61*

Powered by underslung, apron protected motor of ¼ H. P. 110 volt, 60 cycle A. C. type. Positive drive by V-shaped belt. Famous Brammer agitator of aluminum.

BRAMMER *Gas G-61*

Powered by a Briggs & Stratton, single cylinder, ½ H. P. air cooled gasoline engine, with step self-starter. Unrivalled where electric power is not available.



C O U P O N

BRAMMER WASHING MACHINE CO.

1443 Rockingham Road, Davenport, Iowa

Please send me complete information on your

☐ Electric

☐ Gas Washers

Name.....

Street.....

City..... State.....

BRAMMER WASHERS

SELLS FAST

*because they
can see it*



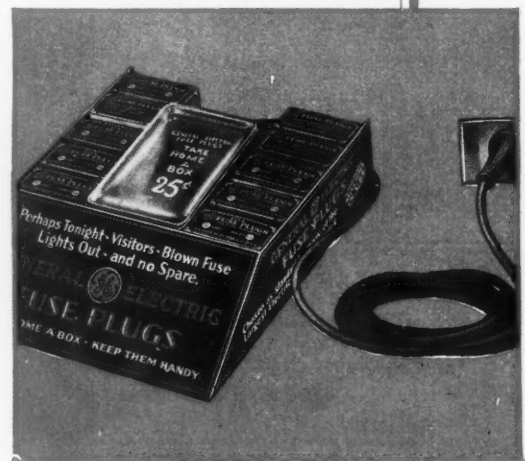
"GIVE me a fuse plug I can see into," demands the average customer. The new G-E FUSE PLUG is exactly what he wants. It is furnished with a "*Pyrex" Transparent Top.

You can easily sell it singly or by the box—five plugs for a quarter. It's fast-moving merchandise.

The whole top of the G-E Fuse Plug is transparent, admitting light all around because it's made of "*Pyrex". A bull's-eye magnifies the link.

Safety is paramount. When the link "blows" the arc occurs in a deep porcelain cup. It meets all test requirements.

G-E Merchandise Distributors everywhere can supply you. Or write Section D-336, Merchandise Department, General Electric Co., Bridgeport, Connecticut.



Flashing Counter Piece

Get one—from your G-E Merchandise Distributor—with your next order. It's an eye-catcher . . . makes sales for you!

GENERAL ELECTRIC

FUSE PLUGS

*Reg. U. S. Pat. Office.

MERCHANDISE DEPARTMENT * GENERAL ELECTRIC COMPANY * BRIDGEPORT, CONN.

The Market Analysis Department of "Electrical World" shows that vacuum cleaners, consuming annually 43,500,000 kwh. of energy worth \$2,820,000, stand fifth among all household electrical appliances as producers of central station income.

The Public Service Company of Northern Illinois, serving approximately 250,000 residence customers, ranks vacuum cleaners second in dollar value as merchandise and sixth in annual load revenue.

New York Edison Company ranks vacuum cleaners second in number of appliances sold, first in dollar value as merchandise and third in estimated annual revenue.

The cleaners sold by Henry L. Doherty & Company electric utilities during the past six years showed approximately half a million dollars merchandising profit and return \$73,800 in annual revenue.

PROVING

that
VACUUM CLEANERS
are
LOAD BUILDERS

An Advertisement for Utility Merchandise Men

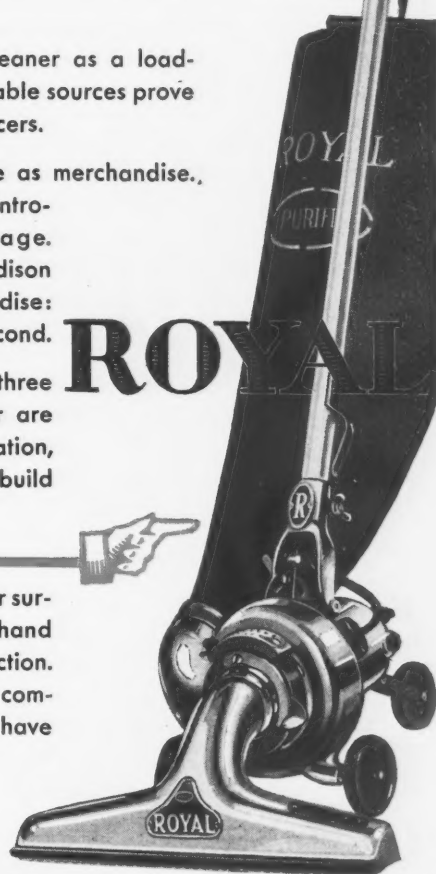
FEW UTILITY MEN think of the vacuum cleaner as a load-builder, yet recent figures from unimpeachable sources prove that cleaners stand high as revenue producers.

More important, however, is their profit-value as merchandise. They help to balance the deficits incurred in introducing appliances in the "promotional" stage. Among all the appliances it sells, New York Edison ranks cleaners first in dollar value as merchandise: Public Service of Northern Illinois ranks them second.

In selecting a cleaner for your customers, the three points for a utility merchandiser to consider are facility, efficiency and longevity. Ease of operation, thoroughness and years of satisfactory service build good-will for you.

In these particulars

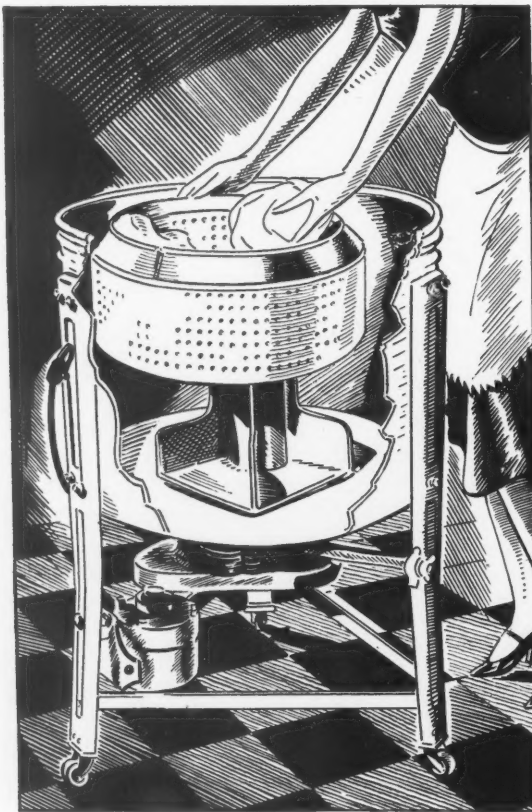
stands first. It is swift, facile, thorough. It cleans all floor surfaces, from bare hardwood to the heaviest rugs. Its hand cleaning tools are convenient, have penetrating suction. It is in all respects a **QUALITY** product, worthy of your company's endorsement. Let us demonstrate it to you—have your engineers examine it critically—against any competition you may select. Write.



The P. A. GEIER COMPANY :: 540-560 E. 105th Street, Cleveland, Ohio

In Canada: CONTINENTAL ELECTRIC CO., Ltd. • King Street, East, Toronto, Ontario

Tune in on the Graybar Hour, 10 to 10:30 P. M. Eastern Daylight Saving Time, every Tuesday . . . Columbia Broadcasting System



NOW a spinner type washer at \$94⁵⁰

Once every so many years just the right thing happens at just the right time.

For example: The new Graybar Washer and the new low-priced appliance market.

Of course, just a low price alone won't do. But low price + Graybar name + Graybar quality = BARGAIN.

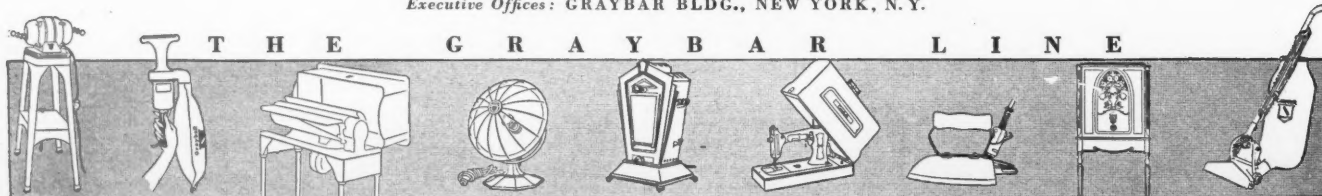
But don't take anyone's word for it. Ask the Graybar representative to show you how and in what quantities dealers in try-out cities have taken to this astounding washer with the spinner basket in the tank and the Graybar shield outside.

And don't wait. Write for details. Your territory may be open—yet.

And don't forget that Graybar has a complete line of radios and appliances.

GraybaR

OFFICES IN 76 PRINCIPAL CITIES.
Executive Offices: GRAYBAR BLDG., NEW YORK, N.Y.



T H E G R A Y B A R L I N E

*Marking a New Era in the Radio
Industry...an Era of Dependability
and Permanent Service.....*



RADIO

RMA SHOW ATLANTIC CITY JUNE 2-6 1930



A Message to Radio Dealers

Since the infancy of radio, General Electric has been a leading contributor to the scientific progress which has made your business the greatest in the field of electrical merchandising.

In our research laboratories, scientists have labored year in and year out, discovering and perfecting principles and devices, many of which are so fundamental that we now accept them as matters of course.

Millions of dollars have been spent in this research.

We are now about to extend our activity in the commercial field, and will soon place before the public radio receiving sets on which we are proud to place the G-E Mono-

gram. This act is an event in the life of the Company of equal importance to any of the other milestones which have marked our progress to our present position in the electrical industry.

For thirty odd years we, and those who preceded us, have given our best efforts to make General Electric successful in that which it has undertaken.

This tradition of success is the heritage of those who have been charged with the marketing of the G-E Set. We are massing our resources to the end that General Electric Radio may enjoy the same measure of success which has marked our efforts in other lines of business.

GENERAL  **ELECTRIC**

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT

A sound Progressive Policy assures a PROFITABLE and PERMANENT Franchise for a selected list of DEALERS

UNPRECEDENTED PUBLIC ACCEPTANCE

The name "General Electric" and the G-E monogram enjoy national acceptance and confidence. That confidence is General Electric's password into the homes of America. It is the foundation upon which the success of General Electric Radio will be built.

PRESERVING ESTABLISHED GOOD-WILL

Each individual General Electric Radio set, every phase of the merchandising operation, will be accepted or rejected on the basis of its ability to preserve and enhance the reputation of the name "General Electric".

Because of its confidence in General Electric the public expects the unusual from G-E Radio—from the performance of the set and from those who serve it. General Electric Radio stands pledged to that "unusual" standard.

TURNING G-E GOOD-WILL INTO SALES

Public confidence in General Electric will make millions want to see and hear the G-E Radio. General Electric definitely promises its dealers that these millions will be surprised and delighted with this new product.

RELIABLE, ESTABLISHED DISTRIBUTORS

Supporting G-E Radio dealers is an organization of alert, experienced distributors. Men who know G-E products...how to merchandise them...and are pledged to a new high standard of service. They are selecting dealers desirous of doing business on a permanently profitable basis.

COMPETENT FACTORY FIELD STAFF

In addition to the distributing houses and their field organizations, General Electric has organized a radio field force. Men whose names and reputations are respected and whose abilities and records have been proven. These experienced radio merchandisers will direct the General Electric Radio program in their territories, enabling selected dealers to make the most of the great opportunity which General Electric Radio presents.

DOMINANT ADVERTISING PROGRAM

The vast experience of General Electric in advertising products for home use is back of a nationwide advertising campaign for G-E Radio.

CAREFULLY CHOSEN DEALERS

Dealers will be selected for their ability to fulfill the merchandising responsibility which is expected of them as General Electric Radio Dealers.

If you are that kind of dealer...if the prospect of a permanent, profitable franchise that will grow steadily in value and volume from year to year appeals to you—make a point of seeing your local General Electric Merchandise Distributor at once.


IF YOU WILL BE AT THE RMA SHOW AT ATLANTIC CITY—SEE NEXT PAGE

*Every G-E RADIO DEALER will have the full
resources of GENERAL ELECTRIC behind him!*



The Men back of
GENERAL  ELECTRIC
RADIO
wish to see YOU
at the RMA Show
ATLANTIC CITY
June 2-6 1930



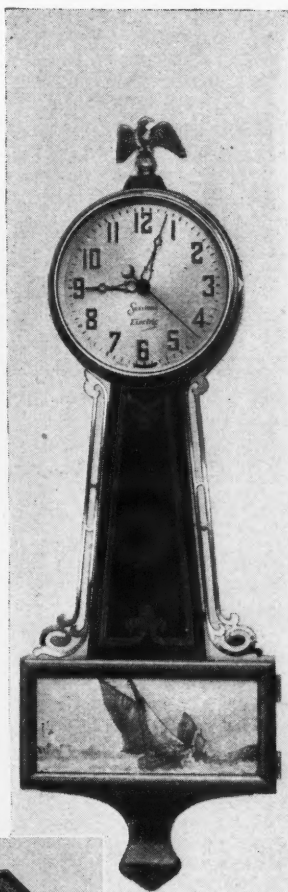
 *Please*
accept this as a
PERSONAL *Invitation*

A New Tested Line of Synchronous Motor Clocks Perfected by SESSIONS

This announcement might have been released many months ago. It wasn't. A vital Sessions policy forbids "the introduction of new lines until long periods of exacting tests have proved the product fit in every detail against conditions more severe than it will be called upon to meet."

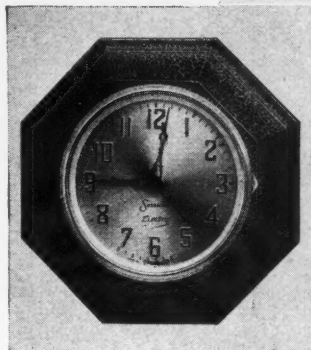
EL DORADO Electric

A handsome 22 1/2-inch Banjo with inlay design. Polished brass trim and sash. Convex glass. Finished in Mahogany, Rose, Green or Ivory. Retails for \$16.50



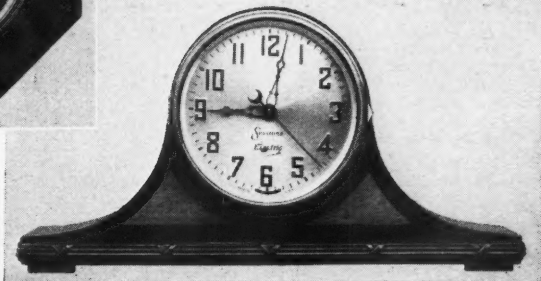
ELF Electric

Below. An all-purpose wall clock finished in Rose Blue, Green or Ivory. Retails for \$9.75



ELKINS Electric

At right. A popular 14 1/2-inch Tambour with genuine mahogany case and inlay design. Design is a composite of public preference trends in clock style. Retails for \$15.75



• Electric Clocks by Sessions! A name that millions long have coupled with style and reliability in clocks within the reach of all. An unusual variety of exquisitely-grained hardwood cabinet styles, selected in the light of more than a century of making and selling nationally advertised clocks. Fitted with a hardy fool-proof synchronous motor. Every clock in the line has the popular Sessions legible raised numerals.

• Three of the Sessions electric models are shown on this page. Look them over. Note their prices and the Sessions reputation for value in clocks.

• Jobber, retailer, central station...we invite your inquiry for detailed information and prices.

• The Sessions Clock Company, Forestville, Connecticut.

Sessions Electric Clocks

Millions Every Day Hear Sessions Broadcasting From These Radio Stations:

In the EAST, WOR, New York, WOKO Poughkeepsie, N. Y., WHEC Rochester, N. Y., WIP Philadelphia, WWVA Wheeling, W. Va., WAPI Birmingham.

In the MIDDLEWEST, WTAM Cleveland, KYW Chicago, KMOX St. Louis, KMMJ Clay Center, Nebr., WDAY Fargo, N. D.

In the WEST, KGO San Francisco, KOL Seattle.

Again Philco leads TONE-CONTROL, assuring

*Here's the new line; backed by a program that makes
1930 another Philco Year*

Philco dealers have sailed right through the recent unsettled conditions in better shape than their neighbors. There has been no Philco "dumping"...no overstocking...no obsolete models and no distress merchandise.

Think this over, gentlemen, before you sign up with any new proposition to handle *untried radio sets*...take it easy until you see the new Philco line, and the new Philco proposition, be-

cause we assure you that Philco dealers will again make real money in the radio business. Here are some of the high spots in the new Philco program: Philco Tone-Control—Radio's Newest Marvel...New Red-Hot Complete Line of Models...Amazing Prices—Startling Values...New Combination Radio-Phonograph...Four Marvelous New Chassis—Super-performance...Station Recording Dial...

Gigantic National Advertising—Local Cooperative Advertising... Greater National Broadcasting—And Local Broadcasting... More Paramount Tie-ups... Greatest Dealer Sales Helps ever staged... Dealer Protection—Philco Sets in Philco Cabinets only... Generous Discounts—Assured Profits... And Balanced Units—Philco Undistorted Tone—All for the dealer who concentrates on Philco.

Highest Quality • Amazing Prices • No Obsolete Models
Philco Announces Radio's Newest Marvel



PHILCO TONE-CONTROL

4 different shades of tone—
"Brilliant"... "Bright"... "Mellow"... "Deep"

Now—by simply turning the Philco Tone-Control knob, on front of the set, any owner of a new 1930 Philco can instantly adjust the set to speech, symphonic music, jazz, crooning, or, if he should happen to be in a noisy location, he may cut down the noise and enjoy the program in a way never before possible. "Brilliant"—"Bright"—"Mellow"—or "Deep" shades of tone are now at his fingertips.

PHILCO Tone-Control means perfect demonstration for every ear, program or location. It costs money to make home demonstrations, but with the new Philco, you are more certain than ever of turning the demonstration into a sale.

Regardless of the type of program, regardless of the character of the broadcasting station, regardless of the location, or regardless of the prospect's idea of what tone should be, a demonstration made with Tone-Control enables the prospect to adjust his set to either "Brilliant"—"Bright"—"Mellow"—or "Deep"—and thus secure for the first time the kind of tone that he prefers.

Never again will you have to make excuses and allowances for harsh and noisy stations. Never again

will you lose a sale because the prospect thinks that the tone is not all that he personally prefers.

Philco, through its national advertising and broadcasting, is going to make the public "Tone-Control Conscious". This is the most sensational improvement in radio this year, and it is going to sweep the country like wild fire, because the public cannot help but appreciate its tremendous value from the very instant they first hear the new Philco models demonstrated with the new Tone-Control.

Don't neglect to let your prospects work the Tone-Control as much as they please. It is not a toy—they can't break it, and it will turn demonstrations into sales. "Brilliant"—"Bright"—"Mellow"—or "Deep" shades of tone will win over any reluctant purchaser in 1930.



Philco's New 9-Tube Radio-Phonograph

Only 198.00

Model 96 Radio-Phonograph—The cabinet speaks for itself. Pilasters and record compartment door of figured, matched butt walnut. Instrument panel of V-matched, Oriental wood. Top and side panels of American walnut. **FOR THE FIRST TIME IN THIS BUSINESS** Philco Balanced Units AND Philco Tone-Control are applied to reproduction of phonograph records.



AGAIN Philco produces the receiving sets which we confidently predict will lead the field. Every one has the new Philco Tone-Control, the Balanced Units which have made Philco *undistorted* tone famous, and the selectivity which has made people turn to "Philco" by hundreds of thousands. These four great chassis are in the new complete Philco line:

A. C. Screen Grid

Model 77 Philco Screen Grid—This 7-tube chassis has distance, power, selectivity, super-acute sensi-

tivity and the glorious Philco tone. This new Model also has the new Tone-Control; new Electro-Dynamic Speaker; Balanced-Unit Construction for **UNDISTORTED TONE**; Double-Tuned Input Circuit; Linear Detector Action (using a Screen Grid Tube for Detector which just about doubles amplification); high and equalized Sensitivity; Super-Selectivity anywhere on the dial.

A. C. Screen Grid Plus

Model 96 Philco Screen Grid Plus—Here is the greatest chassis in the world. The set which out-

PHILCO'S FOUR

performs any set on the market. It is for the people who want the last word in radio reception. In fact, it is **MORE RADIO** than many people need, but—**THAT'S THE KIND THEY LIKE TO BUY.** Here is super-power for distant stations; 9 tubes; Multiplex Detector Circuit; Built-in Aerial; *Philco Automatic Volume Control*, which counteracts fading, thus making it easy not only to get but to *hold* and enjoy distant stations; Tone-Control; new Electro-Dynamic Speaker, Balanced-Unit Construction for **UNDISTORTED TONE**; high, equalized Sensitivity; Super-Selectivity.

The New Philcos Have Illuminated Station Recording Dial



the way with REAL RADIO PROFITS

Gigantic PHILCO Advertising Program

Circulation — millions and millions and millions

1 New campaign in colors in the big national magazines, including women's publications; pages and double spreads; great, sales-compelling ads EVERY WEEK, beginning June 14.

2 A new Philco broadcast on the Columbia Network employing Philco's own full Symphony Orchestra, the outstanding "hour" on the air, heard by millions. In addition, Leopold Stokow-

ski, the world's conducting genius, will again broadcast for Philco.

3 A Philco Dealer's Merchandising Kit, including the greatest array of sales helps, ads, Neon signs, 24-sheet posters, window trims, Sales and Service Manuals, publicity articles, cards, cut-outs, window designs, etc., ever devised.

4 A new local broadcasting service for the Philco dealer, putting the great "Philco" type of radio entertain-

ment right on his local broadcasting station in his own territory.

5 Nation-wide newspaper publicity in the newspapers—live news matter on what Philco is doing and what the Philco dealer has to offer; read by millions everywhere.

6 Free newspaper publicity service to dealers, matching the national publicity of Philco and bringing the story of PHILCO right home to their trade.

THIS HUGE CAMPAIGN, BIGGEST EVER LAUNCHED, IS STARTING NOW

No Overstocking • Generous Discounts



**Philco's New 9-Tube
Screen Grid Plus
only 145.00**

Model 96 Higboy—We can practically guarantee that the trade will NOT see a job like this at this price—or ANYWHERE NEAR IT THIS YEAR. Like the Radio-Phonograph, the chassis is the great Philco 9-tube Screen Grid Plus. AND THE CABINET—100% matched, figured butt walnut; pencil striped American walnut apron; panels of American walnut. This is a trade-builder!



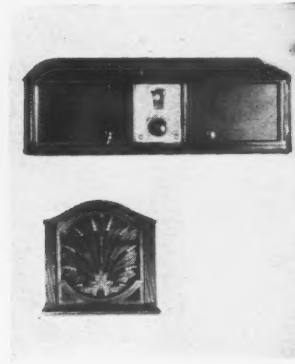
**Philco's New 7-Tube
Screen Grid Lowboy
only 110.00**

Model 77 Lowboy—Here is the set that will be sold in volume. You would never expect to find such "class" in a cabinet at such a price. The pilaster panels and arch are of figured, matched butt walnut; instrument panel V-matched Oriental wood; top and side panels American black walnut. The Screen Grid Set in this new Lowboy is described below.



**Philco's 7-Tube
Screen Grid Console
only 95.00**

Model 77 Console—This Console at this new price is a real "leader." You can pull them into the store with this one. Sized to fit the needs of the modern small home, it is at the same time complete in every detail, with Tone-Control, Balanced Units and all the features of the new 77 Philco Chassis described below. Cabinet is finished in exquisite butt walnut and bird's-eye maple.



**The 7-Tube Screen
Grid Table Model
Receiver—ONLY 55.00
Electro-Dynamic
Speaker—ONLY 25.00**

Model 77 Table Set—Many people like an inconspicuous set and speaker. Philco gives full measure. Here is every feature to be found in the new Screen Grid Line—Balanced Units, new Tone-Control, wonderful tone and selectivity—a fine, big-performing set in little space. Table model with Screen Grid Plus Chassis No. 96. \$85.

GREAT NEW CHASSIS

D. C. Screen Grid

Model 41 D. C. Screen Grid—This 6-tube set is a new all-electrical Screen Grid Radio for use on direct current, so that users in D. C. sections now can enjoy all the advantages of Philco Balanced-Unit Tone and reception. It is as fine a radio in every respect as the A. C. Receivers. Double-tuned input circuit and four-gang condenser, with advanced radio frequency coil design, give great selectivity. The detector is a Screen Grid tube.

It has volume without distortion because of Philco Balanced Units.

Battery-Operated Screen Grid Plus

Prospects who need a battery-operated set are usually located at some distance from their nearest broadcasting station. They need a set that will step out, get and hold far distant stations. This new Philco Battery-Operated set has super-power for distant stations, super-selectivity, and the marvel-

ous Philco Automatic Volume Control, which automatically counteracts fading, thus making it easy not only to get but to hold and enjoy distant stations. This new Philco uses eight of the new 1930 high efficiency battery tubes, and is constructed in the same sturdy fashion as all Philco models, employing 4 gang armored tuning condensers, rigid drawn steel chassis, scientific shielding, and is housed in furniture designed by America's foremost furniture creators to grace the finest home.

for Permanently Logging Favorite Stations . . .

**Prices Slightly higher in Canada,
Rocky Mountains and West
All Prices Less Tubes**

When "Automatic" Came



The New Automatic Duo-Disc
put instant action into slipping
washer department

**Proved 9 to 1 favorite over
5 other well-known makes**

**December sales doubled best
previous month of year 1929!**

A slipping washer department! That was the unfortunate situation with this well-known dealer.

Then, on November 21st, the first Automatic Duo-Disc took its place on his sales floor, alongside 5 other well-known washers. And what a change it made!

The Automatic went into action instantly. Without losing a minute it began proving its astonishing value and sales leadership.

But let this dealer speak for himself. Read his enthusiastic letter, reproduced on the next page.

Why the Automatic out-sells... out-values!

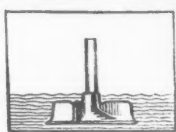
1. *New Silent Cable Drive.* Quiet, yes permanently quiet. So quiet you can hardly hear it run. World's only Washer with silent cable drive.
2. *New glistening porcelain tub* in the distinctive curvilinear shape. Beautiful. And so easy to keep clean!
3. *New balloon type wringer* rolls at no extra cost. Easier on clothes. Wrings faster.
4. *Duo-Disc two-way washing.* Washes equally well a few pieces or a tubful. World's only washer with invertible agitator.
5. *Retail price only \$99.50.* Completing a remarkable value.

Utmost dependability... coast-to-coast radio advertising programs... and nation-wide advertising... are added features that help create an unequalled profit opportunity for you.

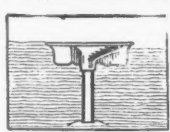
But mail the coupon for all the facts. Automatic Washer Company, 177 W. Third St., Newton, Iowa.



The only washer that washes either way



Duo-Disc Down
for usual loads



Duo-Disc Up
for heavy pieces

Retail Price

\$99⁵⁰

EVERYWHERE

**SLIGHTLY MORE
ON EASY TERMS**

New Improved Model 22

AutoMatic
DUO-DISC

ELECTRIC WASHER

Sales Jumped!

"Start
the
week
with
a
Smile"

Automatic Washer Company,
Newton, Iowa

Gentlemen:

Concerning the sales stimulation given our washing machine department upon appearance of the new Improved Model 22 Automatic Washer on our floor—

As you know, December is usually a slow month with us, yet much to our satisfaction, we find that we more than doubled our total washer sales over any other month during the year 1929.

In view of the fact that we first displayed the Automatic on our floor about the 21st of November, we give full credit for this sales increase to the splendid value it offers.

In fact, a personal check-up of December sales has shown that Automatics represented almost 90% of our December sales volume. This despite five other well-known washers on the same floor.

(Dealer's name on request.)

**MAIL
COUPON
FOR ALL
THE FACTS!**

New Improved Model 22

AutoMatic
DUO-DISC

ELECTRIC WASHER



AUTOMATIC WASHER COMPANY
177 W. Third St., Newton, Iowa

Gentlemen:—Please send me detailed information about the new and improved Model 22 Automatic Duo-Disc Electric Washer and terms of Dealers' Franchise.

Firm Name.....

Town..... State.....

Now! Crosley puts Radio on Wheels

**See It ▲▲▲▲
Hear It ▲▲▲▲
Drive with It!**

An Amazing Automobile Radio Receiving Set ▲▲▲▲ at a price that everyone can afford!

**Screen Grid
Neutrodyne
Power Speaker**

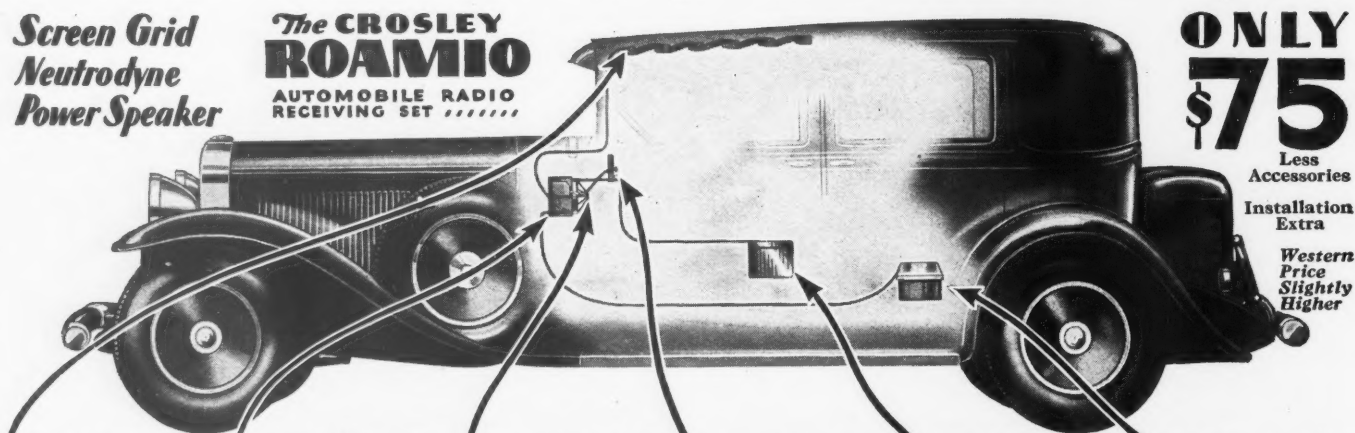
**The CROSLEY
ROAMIO**
AUTOMOBILE RADIO
RECEIVING SET

**ONLY
\$75**

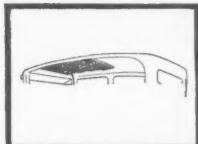
Less
Accessories

Installation
Extra

Western
Price
Slightly
Higher

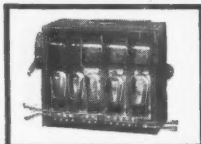


The ANTENNA



"Was surprised at how quickly and easily the ROAMIO was installed in my car."

The RECEIVER



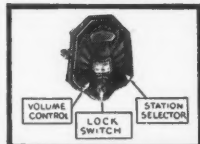
"Driving through town could easily tune out powerful local stations and get DX."

The SPEAKER



"First evening we received 30 stations with good volume, selectivity and tone."

The CONTROL PANEL



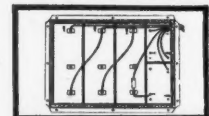
"There is no noticeable variation in signal strength in any part of the city."

**CAR STORAGE
(A) BATTERY**



"The ROAMIO performs as well at higher speeds as when the car is driven slowly."

**"B" "C" and "D"
BATTERIES**



"It works perfectly; gives exceptional volume with wonderful tone qualities."

Take your favorite radio entertainment with you wherever and whenever you drive with a ROAMIO

Now Crosley has put radio on wheels—and is the first to advertise automobile radio in a national way. Crosley is putting the convenience and pleasure of home radio into the automobile so that the family can take their favorite radio entertainment with them whenever and wherever they drive the car.

Radio on wheels! Think of it! Only a few short years ago it was an amazing thing to throw out an antenna, ground a wire to a water pipe, and, between them, have a radio receiving set. Today, Cros-

ley makes it possible for everyone to take radio reception with them in their cars—and at a price all can afford.

The CROSLEY ROAMIO Automobile Receiving Set is less than three months of age, yet, remarkable as it may seem, thousands upon thousands of cars all over the United States are already CROSLEY ROAMIO equipped and every day sees shipments from the factory increasing.

The CROSLEY ROAMIO has crossed the line—it is no experiment—it is no untried unit—it is dis-

tinctly and definitely an Automobile Radio Receiving Set which the American motoring public has tried, tested and proved, and is buying as fast as the factory is able to produce it.

Where are you in this wonderful picture of exceptional opportunity for added profit? Get in touch with the Crosley distributor in your territory today. Learn from him how you can double and treble your radio sales. Be THERE with Crosley.

The Crosley Radio Corporation
Powel Crosley, Jr., President
CINCINNATI, OHIO
Home of WLW—"the Nation's Station"

The CROSLEY ROAMIO is recommended for use in motor boats and cruisers.

YOU'RE THERE WITH A CROSLEY
CROSLEY RADIO

why
**PREMIER
 DEALERS**
make greater profits

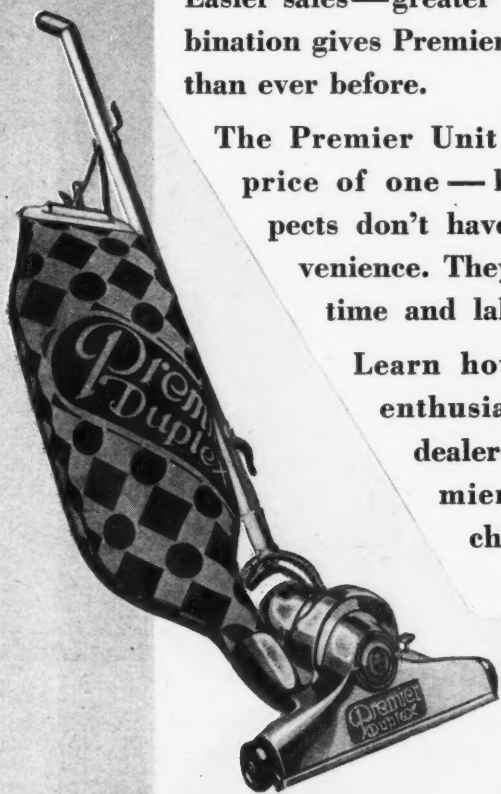
**. . . TWO SALES INSTEAD OF ONE
 —THAT'S THE SECRET**

NEVER in Premier's history
 have Premier dealers made
 higher profits per sale.

Easier sales—greater profits! Such a combination gives Premier dealers a bigger volume than ever before.

The Premier Unit—two cleaners for about the price of one—has won women everywhere. Prospects don't have to be argued into seeing the convenience. They recognize instantly the saving of time and labor.

Learn how you, too, can join the enthusiastic group of Premier dealers—send for the Premier Sales and Merchandising Plan.
Today!



SPIC-SPAN
\$14.50
 including Deodorizer
 and Blower

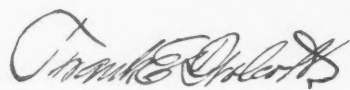
The Premier Vacuum Cleaner Co. (Division of Electric Vacuum Cleaner Co., Inc.) Dept. 706, Cleveland, Ohio
 Branches in all leading cities. Made and sold in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto
 Foreign distributors, International General Electric Company, Inc.

The Tide of Popularity has Turned to "SILEX"

Each month, new evidence definitely assuring that the Silex idea has "clicked".

Each month, increased sales proving that the Silex turnover is faster and faster—that real profit possibilities are better and better.

Are you familiar with the new Silex sales plan? Full details by return mail, if you ask for them.



F. E. WOLCOTT,
PRESIDENT



The "SILEX"

COMPANY

Hartford, Conn.

ATWATER KENT RADIO

will announce its new
1931 leadership line



Nine Important Facts About ASSOCIATED FACTORY DISTRIBUTORS

THE Wedge-shaped business mark of ASSOCIATED FACTORY DISTRIBUTORS, which nowatimes appears on many a shipping carton, has made many friends. Growing numbers of its champions appear among the dealers and jobbers of this industry—earnest men who have been fighting a war of independence for a long time, and are grateful for such strong reinforcements.

But because there is occasional confusion in the land—because the eager tongue of the small mind is too ready with misinformation, we here set down the essential facts.

Briefly, ASSOCIATED FACTORY DISTRIBUTORS are combined:

- 1** To provide, at twelve important points of the business compass, local representation for a limited number of manufacturers.
- 2** To locally insure to jobbers and to dealers immediate and plentiful stocks of significant merchandise.
- 3** To locally and liberally interpret the policies and guarantees of represented manufacturers.
- 4** To further the business development and profit of the legitimate dealer against his "gyp" or dishonest competitor.
- 5** To personally assist jobbers and dealers in their merchandising and general business promotional problems.
- 6** To protect wholesaler and retailer from the hazards of price fluctuations.
- 7** To bring about "on-the-ground" adjustments in matters of merchandise replacements.
- 8** To support the just claims of dealers and jobbers in manufacturer controversy.
- 9** To have at all times ample financial and physical resources to insure all of the foregoing.

On the nine points of this credo, ASSOCIATED FACTORY DISTRIBUTORS have laid the steady progress of their purpose—to increase the scope of manufacturer helpfulness that good retailers and wholesalers so long have been justified in expecting.



ASSOCIATED FACTORY DISTRIBUTORS

At Albany
WM. J. KATTREIN
1031 Broadway

At Boston
TUNG-SOL SALES
CO., INC.
221 Columbus Avenue

At Chicago
THE EKKO CO.
400 W. Madison St.

At Detroit
TUNG-SOL SALES CO.
OF MICHIGAN
4612 Woodward Avenue

At Minneapolis
A. A. HUME CO.
104 N. Third Street

At Philadelphia
A. HOPKIN, JR. CO.
235 S. 8th Street

At Baltimore
W. B. MASLAND CO.
105 East Franklin St.

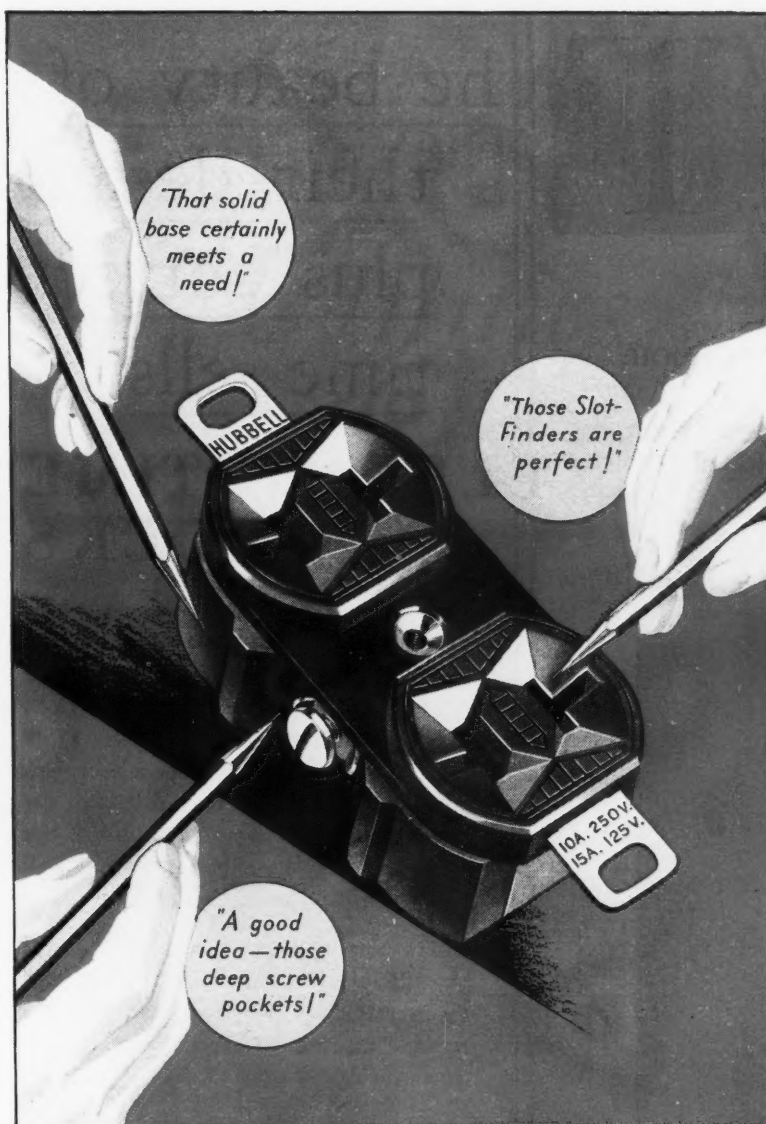
At Charlotte
S. L. BAGBY
219 W. First Street

At Dallas
THE FOLSOM CO.
212 North Austin St.

At Indianapolis
H. J. ARENS CO., INC.
202-4 S. Pennsylvania St.

At New York
WIEDENBACH-BROWN
CO., INC.
118 E. 25th Street

At Rochester
ERSKINE-HEALY, INC.
420 St. Paul Street



ADVANCED DESIGN you expect from the inventors of the first slot outlet and the first Te-Slot outlet . .



UNIQUE SLOT-FINDERS—New Bakelite face of modernistic design incorporates unique Slot-Finders. A noteworthy convenience. No groping. Blades find their slots automatically, quickly and surely.



ONE-PIECE CONTACT SPRING—Guarantees perfect alignment and a positive electrical connection. Made of finest phosphor bronze.

EVERY significant advance in convenience outlet design has been pioneered by Hubbell. Back in 1903 the genius of Harvey Hubbell evolved the first flush outlet with slots...a contribution of major importance to the whole electrical industry. Fifteen years later Hubbell produced the revolutionary Te-Slot convenience outlet which brought order to the confusion of parallel and tandem blade plugs.

Now Hubbell comes forward with another outstanding development in outlets. Advance showings have brought the enthusiastic approval of architects, engineers, contractors and dealers. All agree that it is a better outlet in every respect!

Check the unique features listed here. See the advanced design incorporated throughout. Send for a sample...inspect it carefully and you'll recommend it for future wiring jobs.

HARVEY HUBBELL, INC., BRIDGEPORT, CONN.
 Boston, 176 Federal St.; Atlanta, H. C. Biglin, 138 Marietta St.; New York, 122 E. 42nd St.; Chicago, 318 W. Washington St.; Denver, T. H. Bodfish, 1109 Broadway; Philadelphia, Fifth St., Phila. Bourse (Exhibition Dept.); San Francisco, 390 Fourth St., Garnett, Young & Company. Harvey Hubbell Co. of Canada, Ltd., 7-12 Labatt Ave., Toronto.



A—NEW SOLID COMPOSITION BASE, moisture-proof, eliminates the fibre back which is objectionable under certain conditions.

B—BETTER WIRING AND INSULATING FACILITIES. Larger screws to hold No. 10 wire when desired. Binding plates and screws are in deep pockets with heavy side bosses of composition, well protected and insulated from side of wall and box. Wide Bakelite barriers insulate wiring cavity from face plate. Tapped bushing for plate screw is grounded to mounting strap, thus grounding the plate.

C—MOUNTING STRAP LOCKED TO FACE, for greater strength and rigidity, and more accurate spring alignment.

HUBBELL

convenience **OUTLETS**

ELECTROTIME
MILADY BOUDOIRELECTROTIME
NORMANDY

T

he beauty of
their design
plus correct
time sells

ELECTROTIME CLOCKS

Your important sales problem today is to meet the increasing demand for electric clocks with beauty of design. More and more the idea of owning an electric clock is growing throughout the country as its value for keeping correct time is accepted. However, the line you feature will determine the extent of your sales. Will you make money on this important item or will you just make a sale here and there?

Electrotime clocks give correct time and their beauty of design does the big sales job in attracting buyers. The various designs of Electrotime Clocks make each an ornament in any home.

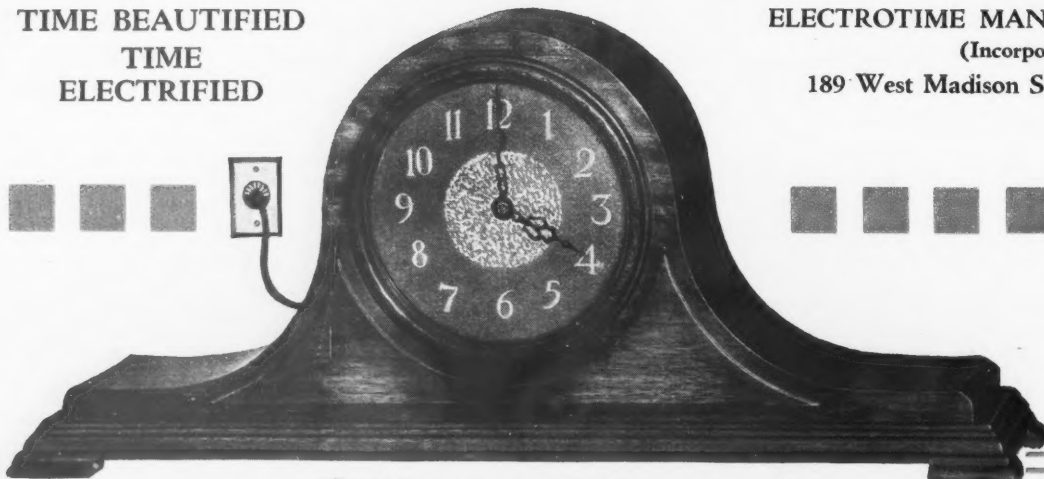
*Electrotime Clocks
are guaranteed.*

There is still some territory available for live dealers. Complete information will be sent on request. Write at once.

ELECTROTIME CLOCKS

TIME BEAUTIFIED
TIME
ELECTRIFIED

ELECTROTIME MANUFACTURING CO.
(Incorporated)
189 West Madison St., Chicago, Illinois



ELECTROTIME "HYDE PARK"

*Electrotime is
correct time.*



Not . . . *for Utilities Alone*

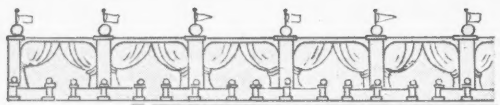
The N. E. L. A. Convention at San Francisco
is of Industry Wide Importance



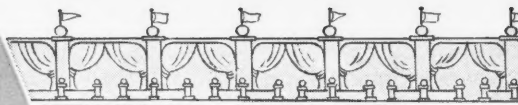
THE annual convention of the National Electric Light Association becomes increasingly important to the entire industry. For the problems discussed by power company men of necessity involve all the other groups; manufacturers, contractors, distributors and merchants. It is in recognition of this fact that representatives of these groups have a prominent place on the programs every year.

In this period of commercial development this year's commercial section meeting has greater significance than ever before. Because this is so, every reader of this magazine has a direct personal interest in the meetings at San Francisco. This issue of *Electrical Merchandising*, therefore, presents a cross-section of utility opinion on the subject of merchandising development, cooperation and future planning.

The next issue, as usual, will report fully the events of the convention—vital matters of policy which will affect the business of all its readers.



1930
N.E.L.A.



We Challenge Comparison



EVERY dealer who is sincerely interested in giving his customers the utmost value for their money will be glad to accept this challenge.

We urge you to compare the Haag 65 washer, listing at \$129.50, with any other washer of another make selling for \$165 or even higher!

Compare them carefully, point for point, feature for feature, value for value—and we know you'll cast your vote for the Haag 65.

Compare them by any standards you choose. Compare the remarkable Haag 65—as to beauty, sturdiness, design, construction, finish, and especially *actual performance*—with even the highest priced washers of other makes. The results of careful comparison will surprise you—and convince you that the Haag 65 has set an entirely new standard of quality and value in the fine washer field.

Send for full details today

**HAAG BROTHERS
■ ■ ■ COMPANY ■ ■ ■
PEORIA, ILLINOIS**

\$129⁵⁰
EAST OF ROCKIES

Features of the Haag 65

Choice of porcelain-enameled or pressed aluminum tub. Massive all-metal wringer with balloon-type rolls. Oversize tub which speeds washing and reduces work to a minimum. Direct drive from motor to agitator. Enclosed gear case. Patented Haag submerged agitator.

HAAG
VORTEX

MEETING *the* POPULAR WASHER DEMAND



99
Model

A quality built Washer — with large porcelain tub — with Silent Sealed gear assembly — with every desired washer feature including popular price.

VALUE TALKS. High pressure selling talk is unnecessary with the new One Minutes. Prospects can see for themselves that these machines are ahead of the field in appearance—exclusive features—fine construction—performance and price. They are values—the kind that sell themselves in any competi-

tion—the kind that do their own talking.

If you are interested in building a substantial washing machine business in your community—get in touch with us and secure the details of what other dealers are accomplishing with the latest One Minute Machines.

ONE MINUTE MANUFACTURING COMPANY

DEPT. E.M., NEWTON, IOWA

The One Minute 29A —The Finest Electric Washer it is possible to build. Large porcelain tub completely enclosed. Silent gear assembly—a host of other compelling features.



Canadian Distributors:
Union Electric and Supply Company, Ltd., Montreal

United Electric Company of Canada, Ltd., Toronto

Gateway Electric, Ltd., of Winnipeg

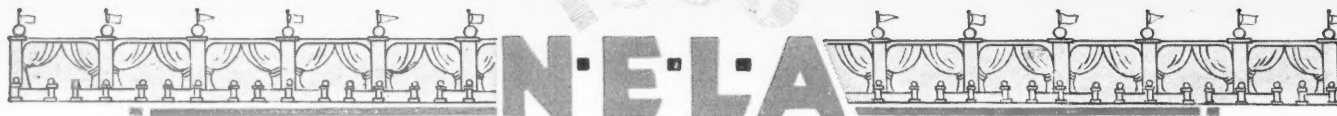
One Minute Manufacturing Co.

Dept. E.M., Newton, Iowa.
Send the facts on your latest Models. We are particularly interested in your

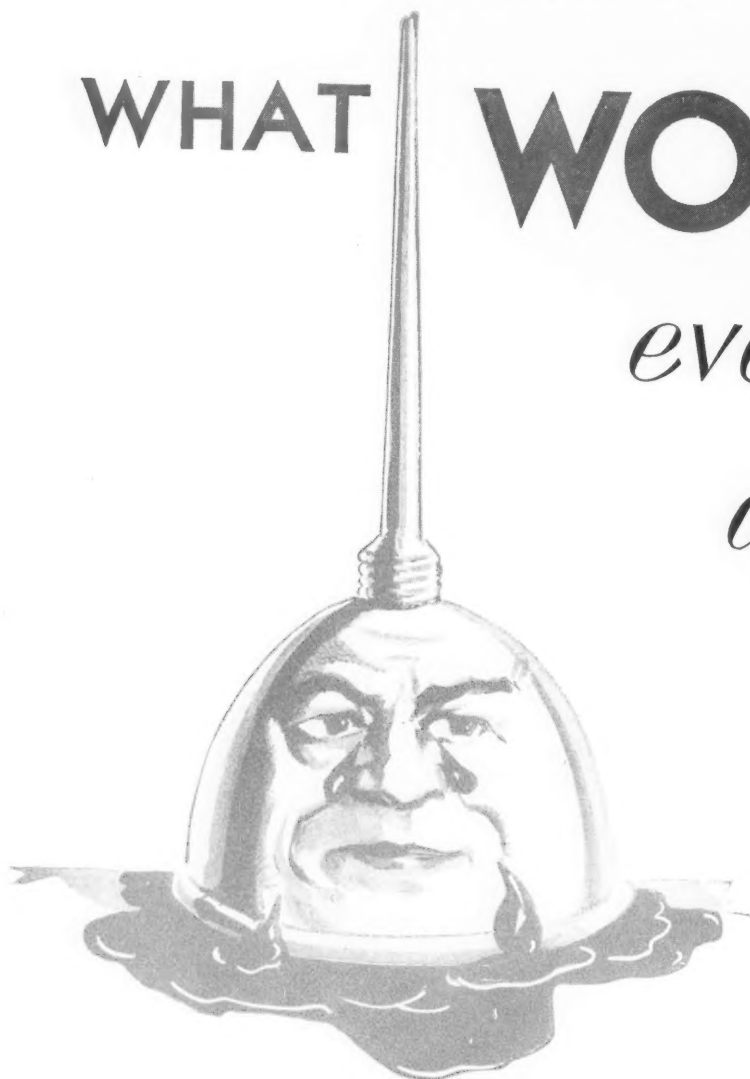
Model 99
Model 29A
Gas Engine Models

Name
Address

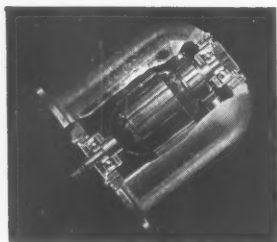
The
ONE MINUTE
Clothes Washer



WHAT WOMAN *ever loved* *an* OIL CAN



For years, millions of them were bound to it by necessity. But modern woman has demanded, and won, her freedom from this messy household nuisance. And now



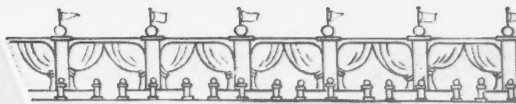
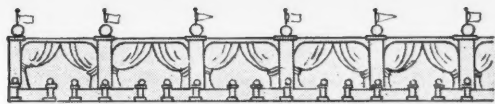
*Is the cleaner YOU are
selling one your custo-
mer never needs to oil?*

**MORE THAN TWO MILLION
VACUUM CLEANERS
THAT NEED NO OILING**

are in daily use in American homes, running smoothly and sweetly on NORMA-HOFFMANN Precision Ball Bearings—giving care-free, trouble-free, dirt-free satisfaction—strengthening good-will for the dealers who sold them.

"NORMA-HOFFMANN" **PRECISION BEARINGS**

NORMA-HOFFMANN BEARINGS CORPN.—STAMFORD CONN. U.S.A.



**Quiet
As a
Kitten's
Purr**

Its porcelain enameled tub in cool, clean, light green tones on Armco iron base with burnished aluminum splash ring and stamped aluminum cover makes women say "Isn't it good looking?"

Where others give slender, hard wringer-rolls on their \$99.50 models, American Beauty gives the "fat," soft kind that remove the water—but not the buttons. (Watch women eye these rolls!)

Precision machine-cut gears running in an oil-bath in a leak-proof case. Ample power from $\frac{1}{4}$ hp. motor of standard make. (Women like its quiet, smooth operation—and the price, too!)

Look at this super-size cast-aluminum impeller with its husky baffles and spray perforations—it creates a water-action all its own. Tapered post prevents wrapping. (It helps make women want this washer!)

**Actual
VALUE**

**Plus EYE-
APPEAL at**

East of
the Rockies

**No Washer in America Gives
the Owner More Than the**

AMERICAN BEAUTY

by carefully examining the
Inspection Sample we will
gladly send you, at your
request.



GETZ POWER WASHER CO.

1630 Walnut St.

Morton, Ill.



Here are the New Types of "DIAMOND H" Heater Switches for Heavy Duty and Campaign Ranges



Here are the very latest "Diamond H" Heater Switches built particularly for your campaign and heavy duty electric ranges.

Your needs and our long switch experience have resulted in these types. Every feature that you require is included in them and we have added ideas of our own to help you reduce costs, simplify production and give flexibility to your range.

Read These Features

One switch only for either 2 wire service or 3 wire load balanced service.

One switch only as selector switch for oven control—may be used to control upper and lower elements for baking and broiling.

Quick contact binding post—just push in the wire. Reduces wiring costs 75%.

Mounting arrangement is such that perfect alignment of switch and panel is accomplished. No breakage in transit.

Switches easily and quickly demountable.

Voltage drop eliminated in individual circuit installation. Neutral is connected in high heat connection.

Built to give service for a lifetime at prices that fit your campaign range costs.

We can't give you all the information here, but you will want it—so write in now with your requirements, and we'll give you the complete details.

THE HART MANUFACTURING CO.
HARTFORD, CONN.

Boston

New York

Detroit
Minneapolis

Chicago
Cleveland

San Francisco
Philadelphia

Dallas

Toronto, Can.

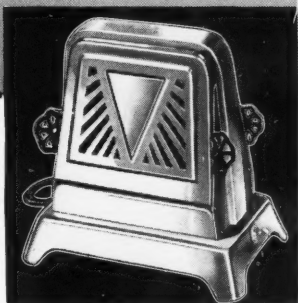
DIAMOND H SWITCHES



Now.. You Can Sell the Great 90% MARKET!

No. 201 SUPER-HEAT Electric Stove

This sensational seller now offered at a new low price thanks to increased production facilities. Meets the heaviest cooking requirements. Develops intense heat. Has WHITE CROSS special high speed heating elements. Cooks, fries and boils as fast as gas. Needs no special wiring. Low current consumption. Right hand element 550 watts. Left hand 1,100 watts. Finished triple baked black enamel. 110 volts. Shipping wt. 10 lbs. Now only \$5.50 retail. Standard package 6. Also, in pure white vitreous porcelain enamel at \$7.50. Other styles \$1.40 up.



A New Toaster Sensation

Popular modernistic design. Many new features. Simply drop doors—toast automatically reverses without handling. Takes 2 full slices. "on and off" toggle switch in base. Easy to operate, easy to clean. Finished lustrous nickel—trimmed with black ornamental fibre handles. Heating element of ribbon wire wound on mica. Complete with standard length cord and plug. 110 volts. Packed one in a carton—standard pkg. 6. Retail, \$4.80. Other styles, \$3.80 and \$4.40.



No. 249 Automatic Iron

At last a perfect iron with modern features... at low price! Has greater heat storage capacity. Shipping wt. 7 lbs. Automatic heat control—set dial button "high" or "low." Thermostat keeps it there. Has clear vision beveled edge sole plate: stream line, tapered point ebonyized wood handle, rigid heel rest. Either nickel plate or chrome plate finish. Complete with standard length silk heater cord and plug. 110 volts A.C. only. Packed one in carton. Standard pkg. 6. Retail, nickel plate \$6; chrome plate, \$7. Other styles at \$2.90, \$3.50 and \$4.

NATURALLY you are interested only in steady sales, quick turnover and profits twelve months out of the year.

You don't want the type of trade that buys on low price alone. Nor can you thrive on the type of buyer who thinks he has to pay exorbitant prices to get value. This business is unprofitable because it comprises but 10% of the total market. It is the in-between market that you want—that vast 90% army that demands quality at the lowest possible price. For it is this type of trade that assures steady profits.

The remarkable values shown here are typical of the entire WHITE CROSS line of "quality that never disappoints" at the low prices anyone can easily afford. Values like these, appealing to the vast 90% market, have enabled more than 25,000 happy WHITE CROSS merchants to forget competition.

You can sew up these profits by stocking WHITE CROSS super-values. See for yourself the magic effect on your returns of offering your customers supreme quality at surprising low cost... backed by powerful selling messages in Liberty and other important magazines and by effective dealer cooperation that brings ready buyers to your doors!

NATIONAL STAMPING & ELECTRIC WORKS
3212-50 W. Lake St., Chicago, Ill.

WHITE CROSS

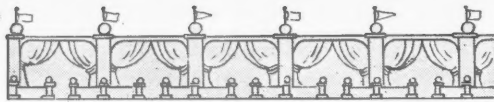


No. 294 Percolator

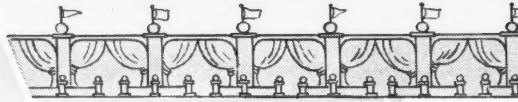
A sure-fire seller that speaks for itself. 7 cup size. Made of one piece solid seamless copper and finished highly polished nickel. Has spray pump and metallically sealed moisture proof heating element. Complete with standard length silk heater cord and plug. 110 volts. Shipping wt. 5 lbs. Standard pkg. 6. Price \$5.80 retail. Other styles at \$7.50 and \$8.50.

FREE

Our new Bulletin No. 47 just off the press illustrates and describes the complete WHITE CROSS line of electrical appliances and stoves. Sent without obligation. Also, get details of effective window merchandising tie-up and attractive sales proposition. Write today!



NE-LA



Yes, there are other machines that look like it, and which offer some of the same worth while features.

BUT ONLY THE VOSS

has the Marvelous *Floating Agitator*

the only mechanical device which cleans by the HAND-WASHING METHOD

TO BE able to offer *the only* washer that cleans by the gentle, thorough hand washing method! To have *the only* washer with an exclusive washing principle . . . a principle so obviously better than any other that every customer will recognize its superiority the instant it is pointed out!

That's something to talk about . . . and to win quick, easy sales with! And that is exactly what VOSS Dealers are doing . . . more VOSS Washers have been sold since the introduction of this new model than ever before in a like period in our history.

And in addition to the exclusive, patented Floating Agitator, the new VOSS has every worth while modern feature. It has beauty of design, finish and color . . . a porcelain enamel tub of large capacity . . . specially designed electric motor . . . all moving

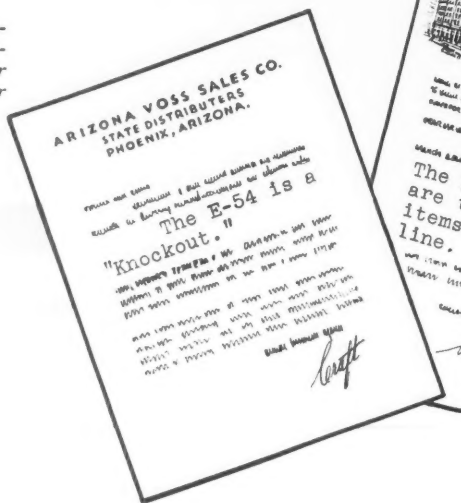


parts are fully enclosed and running in oil . . . oversized pliable wringer rolls, etc. And remember this—VOSS Dealers do not have to demand a "fancy" price. The new VOSS retails for only \$98.50 . . . and at this price there is a highly satisfactory margin of profit for the Dealer.

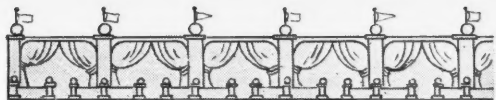
The story of the marvelous Floating Agitator and other features of the new VOSS is being told to hundreds of thousands of prospective buyers by means of a persistent advertising campaign in **Good Housekeeping, Ladies Home Journal, Farmer's Wife** and a strong list of state **Farm Weeklies**.

Write now concerning the valuable VOSS Dealer Franchise for your community . . . it may be available. **Big things are ahead for VOSS Dealers!**

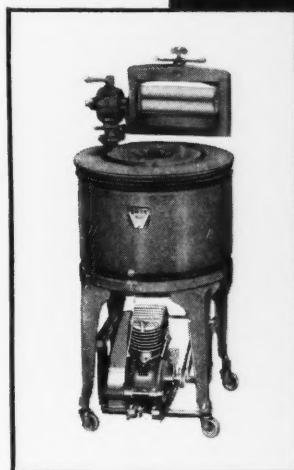
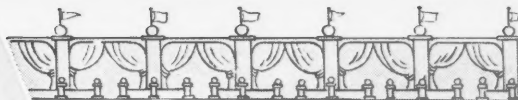
VOSS has a reputation for fair treatment of Dealers, over a period of fifty-four years.



"Builders of Washing Machines since 1876"—The name VOSS is well and favorably known.



NE-LA



**"STARTS LIKE
YOUR CAR"**

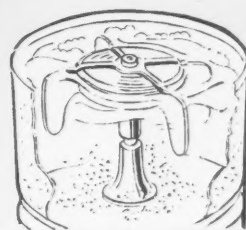
**VOSS G-55- The first
gasoline engine wash-
er to be equipped with
an ELECTRIC
STARTER.**



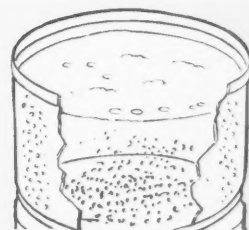
Voss Model E-54
*The Washer that
Cleans by the Hand-
Washing Method.*
at \$98.50



**You Wash in Suds at
Top**




**VOSS Agitator Washes
in Suds at Top**



**Dirt Always Falls to
Bottom**

VOSS BROS. MFG.CO.
DAVENPORT, IOWA.



Climb aboard the

with

ABC

the only washing machine to show a

60%

GAIN

this year!

There is music in the air, and the tune is familiar to every dealer who handles the famous ABC line of Porcelain Washing Machines. The song is, "SINGING IN THE RAIN," and it's raining profits—raining them right into the tills of merchants whose red corpuscles haven't lost their capacity for leaping to an opportunity for building up a better business in 1930 than business ever was before.

The band wagon looks crowded, and it is.

But don't let that disturb you.

There's always room on the top for a man who has the courage and the foresight to see the road ahead—and the road ahead for the ABC Washer dealer is as plain and clear as a red letter day on an insurance calendar.

Climb aboard and let's go—



band wagon —

ABC Gains Reflect Our Dealers' Profits

60% gain this year. Factory gain like this is impossible without parallel dealer gains—and dealer gains mean greater dealer profits.

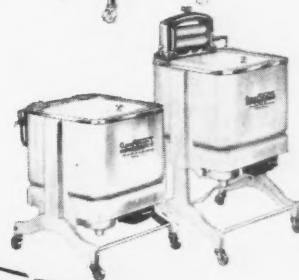
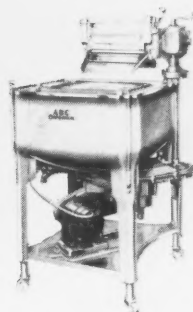
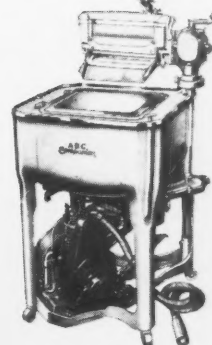
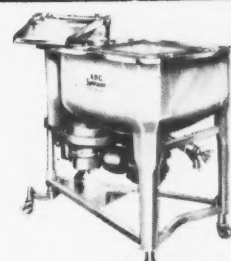
ABC has the outstanding line with the outstanding franchise for 1930. Climb aboard—dominate your territory—make faster sales—have fewer re-posessions—lower your service costs—makes greater net profits with the only line that is—

100% Complete
100% Porcelain
100% Salable

ABC quality processed Porcelain, developed by ABC in their own enameling plant, is the most satisfactory and enduring finish ever used on a washing machine. It has a powerful selling appeal to the housewife—because ABC Porcelain protects clothes from needless wear. Hard, non-porous, it has replaced ordinary, harsh metal, eliminating rough surface friction wear—because ABC Porcelain is unaffected by any water or soap and keeps water hot longer—because ABC Porcelain keeps its lustrous beauty forever, is easily cleaned with a damp cloth.

This 5-model all PORCELAIN line of ABC's sells the quality, the mass, the farm markets. No sale need ever be lost. Retail from \$79.50 to \$165.

ALTORFER BROS. CO. [Est. 1909]
PEORIA ILLINOIS



Mail Coupon

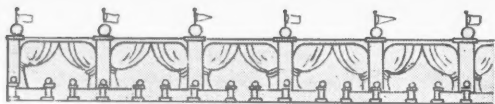
ALTORFER BROS. CO., Peoria, Ill.

Gentlemen:—I am interested in your dealers proposition and want to climb aboard with ABC. Please rush to me your "1930 Special Campaign Book".

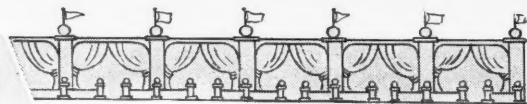
Name

Address

City..... State.....

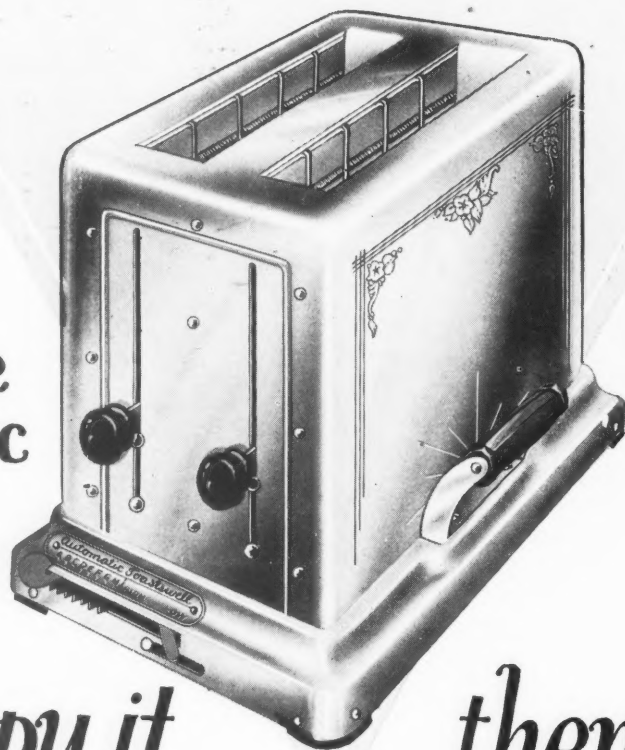


NE-LA



Here is the new Automatic Toastswell

The
Two slice
Automatic



That
keeps the
Toast Hot

*"They spy it
then buy it"*

Certainly—why would any one hesitate to buy the best looking and most complete automatic toaster when it is offered at the attractive price of \$12.50. You will want one too. Toasts TWO SLICES in a jiffy, rings the bell, turns down the heat so that toasting ceases and then keeps the TOAST HOT until one is ready to eat it. "Some Toaster" and a beauty too. Advance sales and repeat orders on initial acceptance indicate that here is this year's leading toaster. Dealers and jobbers everywhere

are already enjoying big volume sales and making big profits on the new Automatic Toastswell. It is your opportunity to get this new life into your appliance department. The No. 650 non-automatic Toastswell was the proof that we knew how to design and build toasters for it outsold everything in its class. Now it is Automatic and again it leads the field. Caution: *Don't let the other fellow beat you to it.*

The Utility line is a line of leaders. A catalog awaits your request. It illustrates and describes the best in waffle moulds, grills, sandwich toasters, heat pads, hot plates, etc. Want a catalog?

Utility Electric Company
620-30 Tower Grove Ave.
St. Louis, Mo.



Introducing *wash-wear prevention*

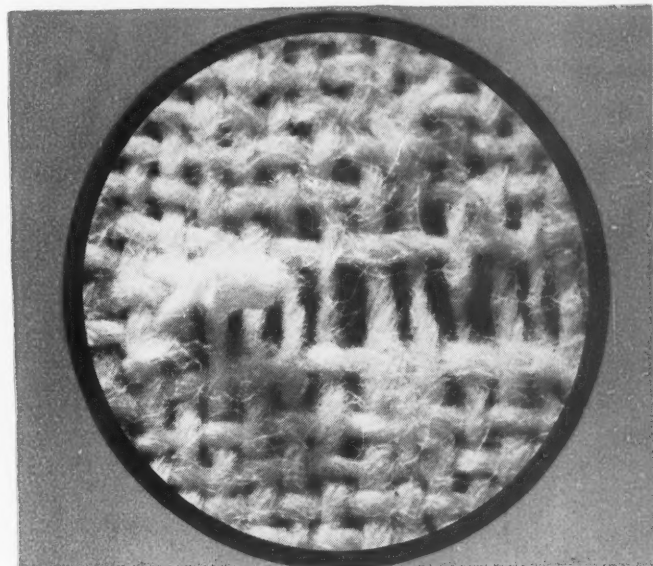
...the most striking
sales promotion plan
ever developed
for washers



BACK of 1930 Gainaday selling there is now a powerful merchandising force never before applied to washers. Consistent advertising is directing the attention of housewives to the wastefulness of *wash-wear* . . . pointing out how the patented Gainaday *rubless* water action saves this needless wear on clothes.

Here's a Gainaday sales advantage of definite personal interest to every thrifty housewife! The Gainaday is the only washer on the market with *no moving parts in the tub* to rub or fray fabrics. Gainaday advertising is featuring this unique advantage!

To merchandisers of washing machines, the Gainaday



Actual photographs like this in Gainaday advertising show housewives what wash-wear does to family clothing.

offers an unusually attractive sales set-up. Not only is the new advertising creating a volume market, but the completeness of the new Gainaday line provides a full-sized, popular-priced model for every class of customer. And every Gainaday sale means full profit because the famous Gainaday construction practically eliminates servicing expense.

Write today for full details of Gainaday merchandising plans. Gainaday Electric Co., 3038 Liberty Avenue, Pittsburgh, Pa.



Full-sized Gainaday washers now list \$105, \$129.50 and (with Ironer Attachment) \$150

Gainaday
THE *Rubless* ELECTRIC WASHER
... removes the dirt without rubbing the clothes



MYERS Co-operation

Now still more effective in The SATURDAY

GREATER use of electricity on the farm! Over and over again Myers has spread this message to farm homes throughout America.

Through this broad educational work, hundreds of thousands of farm families have been made conscious of the manifold benefits of electricity—and many have turned to it to make farm life more enjoyable and more profitable.

Naturally, power companies everywhere have shown intense interest in this work and have joined hands with this company in enthusiastic support of it.

Now comes still another and even

greater chapter in this story of co-operative effort—Myers advertising in The Saturday Evening Post. Throughout the selling season—the story of the comfort and convenience of fresh running water will be told in the world's greatest magazine—by the world's largest pump manufacturer—on the world's most complete line of high-grade pumps and water systems.

Your industry knows the value of this advertising. Every power company recognizes it as a mighty factor to spread the use of electricity for labor-saving tasks on the farm. And, as you know, all these jobs build up the daily power load.

Myers dealers and distributors are ready to give you complete information on the entire 1930 Myers plan and methods of co-operation for mutual benefit.

THE F. E. MYERS & BRO. CO., Ashland, Ohio

A complete chain of co-operation with power companies to increase the use of electricity. This special campaign of Myers advertising has created nation-wide comment.





With Power Companies through Consistent Advertising EVENING POST!

THE SATURDAY EVENING POST

MYERS



**World's Headquarters
for Pumps and
Water Systems**

EVERY thirty seconds of every working day, the MYERS factory turns out a finished pump! It may be the familiar farm yard hand pump—a force pump for installation in a mine or on the deck of a ship—or a complete automatic water system with motor and tank, to bring the modern convenience of running water to some suburban or country home. It may be a power spray pump for a commercial orchard—or a booster pump for an industrial plant.

But regardless of size, style, capacity or use—whether it is for a deep or a shallow well—it is a MYERS PUMP—a product of that long experience, supreme skill and fine care which has made MYERS the world's headquarters for pumps for every purpose.

MYERS offers you the most complete line of high grade pumps and water systems produced by any manufacturer. MYERS engineers are at your service. Write for interesting booklet.

THE F. E. MYERS & BRO. CO.
Ashland, Ohio
300 Orange Street
Pumps, Water Systems, Hay Tools, Door Hangers





The MYERS line includes:—Hand and Windmill Pumps of every variety, Pump Jacks and Accessories, Power Pumps for Domestic, Industrial and Farm use—operated by Gasoline, Electric and Diesel Motors, Complete line of Engines and Electric Motors, Complete Water Systems for hand, windmill, engine or electric power, with capacities from 150 to 10,000 gallons per hour. Hand and Power Spray Pumps and accessories for gardens, field and orchard use. Complete Power and Spray Rigs of highest type.

Take Off Your Hat To The MYERS

"Pump Builders" Since 1870"

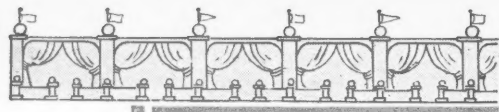
Name of nearest MYERS dealer sent on request.

PUMPS FOR EVERY PURPOSE

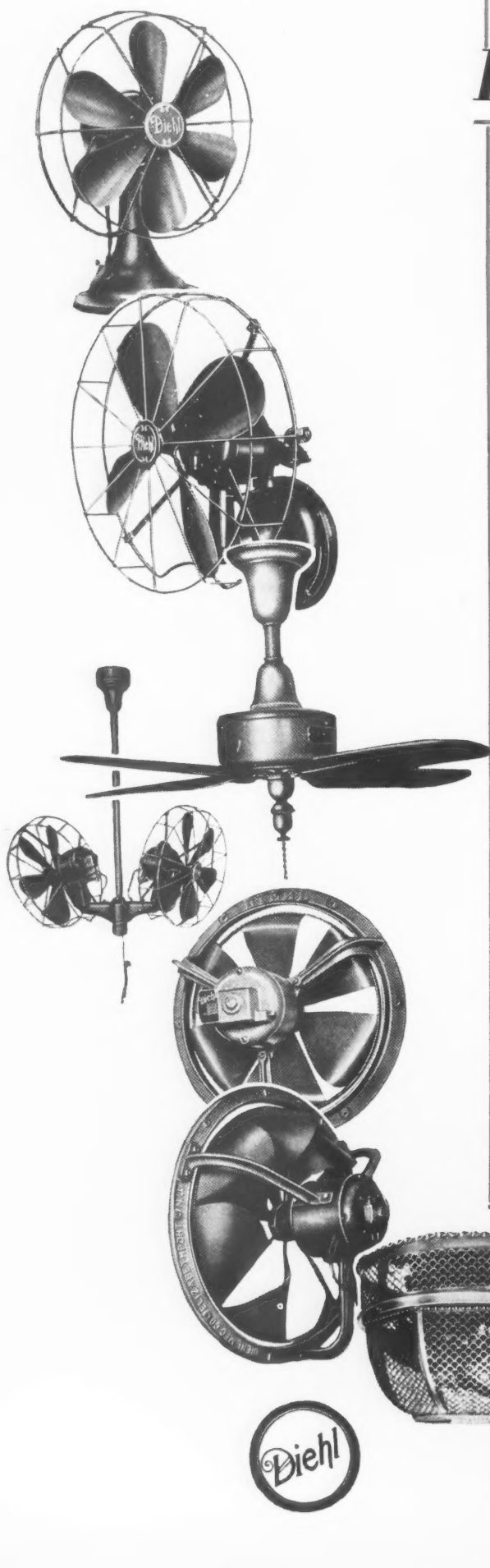
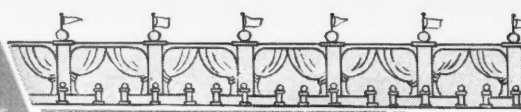
THE F. E. MYERS & BRO. CO.
300 Orange St., Ashland, Ohio.
Kindly furnish information regarding

Pumps for _____
Water Systems for _____
Name _____
Address _____

FULL page Myers advertisement in the June 28 issue of The Saturday Evening Post—and more to follow.



1930
N·E·L·A



Every month is a

DIEHL MONTH

There is good business in fans every month in the year. In every community there is constant need of ventilating and exhaust fans for initial installations, for additional equipment or for replacements.

Handling the Diehl line of ventilating equipment, dealers can take the utmost advantage of the many opportunities for fan business the year-round in their territory. There is a Diehl fan for every ventilating need. This insures the simplification of the fan end of your business.

Diehl fans are manufactured by an organization with more than forty years' experience in fan production and they are well known for their efficient and dependable operation.

Complete sales helps consisting of window displays, posters, envelope enclosures, etc., furnished on request.

DIEHL MANUFACTURING COMPANY

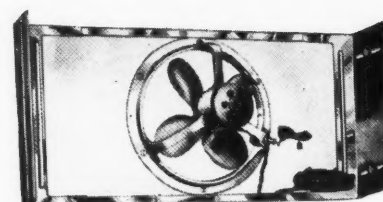
Electrical Division of

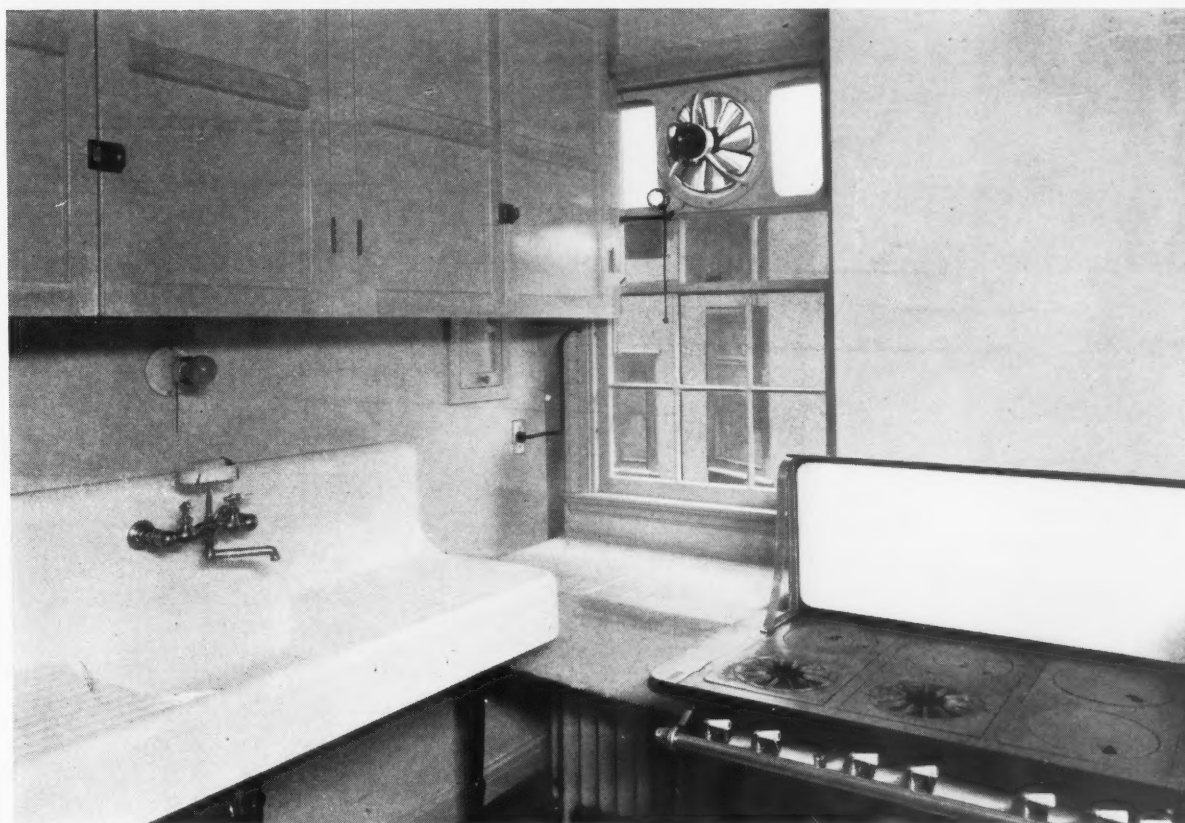
THE SINGER MANUFACTURING CO.

Elizabethport, N. J.

Atlanta—Boston—Chicago—New York—Philadelphia
Columbus—Dallas—Pittsburgh—St. Louis

DIEHL



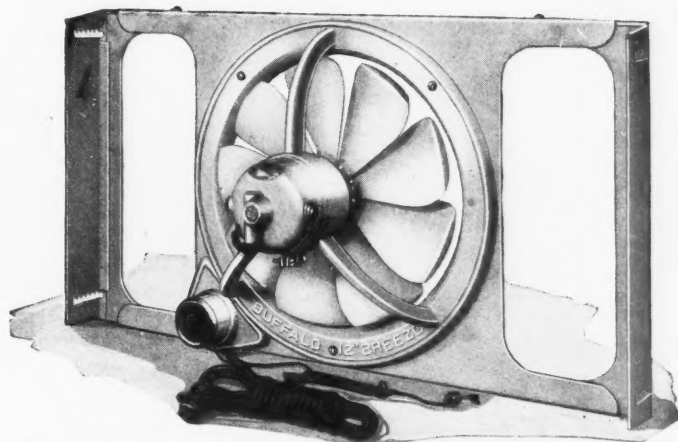


A Buffalo Glass Panel Ventilating Unit is simple to install—as easy as putting in a screen.

NOW Is the best time of the year to sell Breezo Ventilating Fans

COOL—fresh air is an important consideration to the modern household—especially during these hot, sultry days. Steam, grease and odors plus the heat is stifling—unless it is being replaced by a cool, refreshing breeze furnished by a Buffalo Breezo Ventilating Unit.

That is the one practical way to keep the air in the house clean and cool—at the same time protecting the walls, curtains, drapes and furniture from becoming soiled.



The motor of this unit, finished in aluminum, harmonizes with the pearl gray panel, frame and wheel.

These results can be easily demonstrated with a Buffalo Glass Panel Ventilating fan, shown above. Install one in your prospect's kitchen, leave it there a few days and in most cases, a sale is made.

Write today for details of the Breezo Fan proposition, market, method of selling and dealer helps.

Buffalo Forge Company

205 Mortimer St., Buffalo, N. Y.

In Canada:

Canadian Blower & Forge Co., Ltd., Kitchener, Ont.



they may be round...
they may be green...
they may be good looking

But

THEY'RE NOT THORS!

WE'VE just finished taking a look through one of the leading electrical trade papers. *Round* washers everywhere! *Green* washers everywhere! Some good looking. Some *not* so good looking. But round to the right of us—green to the left of us—*round* and *green* washers everywhere.

As we turned the pages of this paper—we couldn't help thinking of the countless men of the stage who have lived their lives trying to imitate Jolson. Yet the public—the final court of appeal—still pays its homage at the box office to the *original* Jolson.

And we couldn't help thinking about how the country is swarming with would-be Amos 'n' Andy teams. Imitators of the original—not getting across because the public *always* recognizes the creative genius that produces the new thing—on the stage or off.

It's been exactly the same all through history. Let a man turn out a song, a play, a motor car or a washing machine that hits the bullseye of public approval—and the army of imitators goes into action.

Well, we can see much good for Thor dealers coming out of the fact that most washer manufacturers are now building imitations of the Thor Agitator.



If we were a Thor dealer we'd probably say to our customers, "It must be a knockout, because it's the most imitated washer ever designed."

And we'd say, "Yes, there are other green porcelain tubs, but Thor is the only maker who has gone through two years of constant

experimentation to make porcelain enamel almost stone-hard to resist cracking."

And, although we've never bought many diamonds at Tiffany's, we think we'd say about what we imagine the Tiffany salesman says to women who speak of imitators, "Why certainly, madam, there are imitators, but there is only one Tiffany."

And that's our story in a nutshell. *There is only one Thor!* They can make them *round*, *green* and *good looking*—they *can't* put the name *Thor* on the front—nor the manufacturing genius into the product that the name *Thor* signifies to millions.

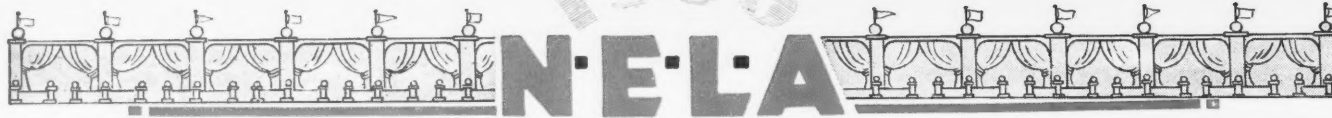
When Jolson, Amos 'n' Andy and Tiffany retire in favor of a successful imitator—Thor will join them.

In the meantime—Thor will continue to develop products that are worthy of widespread imitation.

HURLEY MACHINE COMPANY
22nd Street and 54th Avenue
CHICAGO · ILLINOIS



This is the Thor Agitator Washer (Model No. 1) that retails for only \$99.75.



FEWER COMPLAINTS

more Satisfied Customers



U. S. Patents 1,419,564
1,604,122 — 1,697,954
Other patents pending.
Foreign patents.

from Products Equipped with **SHAKEPROOF** *Lock Washers*

WHEN you sell a washing machine, radio, vacuum cleaner or any other device, you know that you are likely to have calls for service. These calls cost you money and reduce your profits, but you must keep your customers satisfied.

Products that are equipped with Shakeproof Lock Washers will need less service because they are thoroughly protected against vibration. The twisted steel teeth of this marvelous locking method dig into both the nut and the work surface and they cannot let go. This prevents faulty connections—lost parts and poor performance that is so often due to ordinary washers.

Test Shakeproof Lock Washers on your next service job and you'll realize why leading manufacturers in over 100 industries are now using this washer. Send for samples today.

*Insist on Shakeproof equipped products—it means
bigger profits for you!*



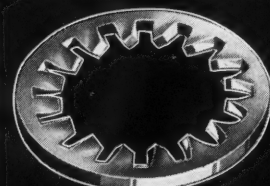
*"It's the Twisted Teeth
that lock"*

SHAKEPROOF *Lock Washer Company*

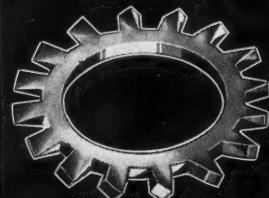
{Division of Illinois Tool Works}

2535 KEELER AVE.

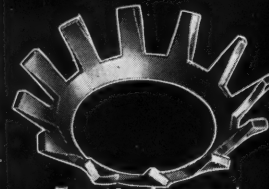
CHICAGO, ILLINOIS



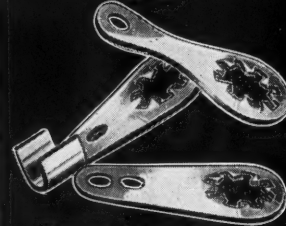
Type 12. Internal
For S. A. E. and Standard
Machine Screws



Type 11. External
For Standard Bolts
and Nuts



Type 13. Countersunk
For all Countersunk
Screws



Type 20. Locking Terminals
For Radio and Electrical Work

THE TRADE MARK KNOWN IN EVERY HOME
UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.
NEW DESIGNS AT POPULAR PRICES



No. E854

Built to the UNIVERSAL high standard of quality throughout—nothing has been “cut” but the prices. Beautiful in appearance, highly efficient and made for a lifetime of service, here are two of the fastest selling ranges made. Both are ideal leaders for campaigns!

No. E854 (at left) Four Interchangeable hot plates; three open, one enclosed.

No. E4593 (below) Similar in design to E854 but smaller. Three interchangeable hot plates; two open, one enclosed.

*Send for Prices
and Complete Information*

**Here are features that SELL
UNIVERSAL ELECTRIC RANGES**

1. Exceptionally Fast and Commodious Baking Oven with Sanitary Porcelain Enameled Oven Lining and New Type Shelf Door.
2. New UNIVERSAL Extra Speedy Units—fast and enduring.
3. Positive Oven Heat Control, without recourse to relays or circuit breakers.
4. Load Balancing Reversible Switches.
5. Pilot Light Oven Heat Indicator.
6. Convenience Outlet at side.
7. Wired for Timer Clock which may be added at any time.
8. New Sanitary Cooking Top.
9. Sturdy Construction.
10. Full Porcelain Enameled Finish—white with French gray and nickel trim.
11. Lowest Prices—Highest Quality.



No. E4593

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN., U. S. A.



—and yet—

NEVER BEFORE a story like this

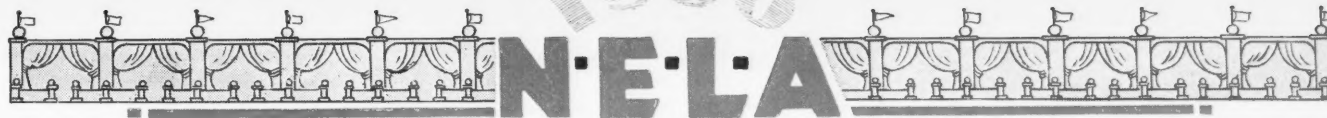
only
99^{.50}

—looks like a lot more
—is a lot more



10 sales reasons

1. Porcelain-enamel tub.
2. Latest Lovell wringer—full open top, large balloon rolls.
3. Fully enclosed steel base—Mechanical unit sealed.
4. Compact yet full sized (small floor space needed).
5. General Electric $\frac{1}{4}$ hp. motor with 12 feet rubberoid cord.
6. Vibration dampener. Silent in operation. No friction, jar or hum.
7. Cut gears, carefully machined, running in grease.
8. No frequent oiling.
9. Beautiful in appearance. Two coats of ivory and green lacquer.
10. No other washing machine in America wins competitive demonstrations with such ease.



NOT NEW

THE "New" Model A Blackstone Washer will be "new" to most progressive dealers. But it is already a *tried and proven success*.

How can this be? Very simple.

When we discontinued our old model some time ago and produced the new Model A, the supply was limited to Blackstone dealers who already had commitments. They snapped up every new washer we could give them *and sold them steadily*. Demands exceeded production facilities.

Now with revised production methods and much larger output—we've solved our production problems—and your Washer Sales problems—at the same time!

NOW at last, the demand can be met. The New Model "A" Blackstone Washer is available to *every* dealer everywhere.

And what a seller it has proved! You know, of course, Blackstone's 59 years of reputation for workmanship and design. This NEW Model A is the culmination of that experience. It sets a *new standard* for compactness—for safety and simplicity—for feminine *eye-appeal*, with its sparkling 2-tone color scheme of ivory and green—and it *looks* a lot more expensive than the low price of \$99.50. It is ideally suited to show-room and demonstration work—it *sells itself* beautifully with its smooth, silent operation, its thorough yet careful washing in the shining porcelain enamel tub, its Lovell Wringer and Blackstone Ironer.

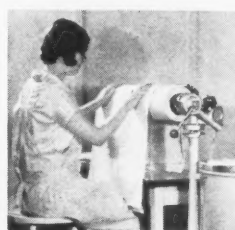
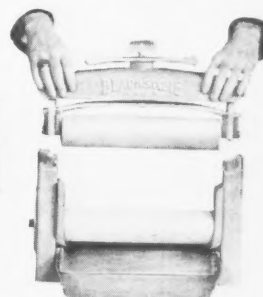
Yes, the "NEW" Model A Blackstone—new in general distribution but "old" in sales demonstration—is **READY FOR YOU NOW**. Need we urge YOU to write us at once for further details of Model A sales rights in YOUR territory? No—not if YOU are a wide-awake dealer ready to cash in on a "sure thing" on the basis of reputation, quality, beauty and phenomenal washer **VALUE**. Write for details regarding the "New" Blackstone Model "A" **TODAY**.

The Blackstone Mfg. Co., Jamestown, N. Y.

TWO OUTSTANDING BLACKSTONE FEATURES

The Lovell Wringer

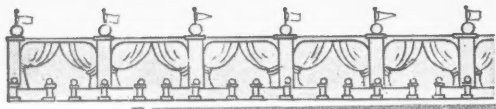
A nationally advertised product. Result of 50 years' experience. More than a wringer—a scientifically designed "pressure cleanser". Safety release. Swings and locks automatically in 5 wringing positions. Clothes feeder included.



The Rotary-Ironer

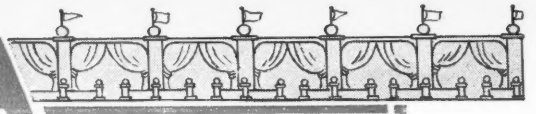
Irones everything. Ironing surface equals 10 flatirons and is 75% faster than hand. Heats in 4 minutes. With the addition of this Electric Attachment Ironer, the Blackstone solves all laundry problems — anyone can operate it — easily and safely. Slightly added cost for the Ironer Attachment.

BLACKSTONE
MODEL **A**



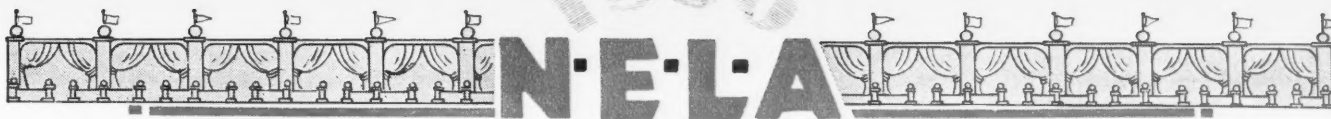
1930

N·E·L·A



\$99.⁵⁰
LIST





They'll Buy the New *Prima* at this low price - -

And they will get a real quality machine—the sensation of washer history.

Everyone who sees this wonderful new model Prima is astonished at its amazingly low price. They cannot understand how a machine of such beauty, capacity and efficiency could be built to sell at such a ridiculously low figure. Graceful—attractive—quiet—a mechanical marvel, it possesses features that cannot be duplicated at the same or near the same price.

The New Prima offers a golden opportunity for alert dealers to profit handsomely (it carries a big discount for the dealer equal to the discount given on higher priced machines). A washer within the price range of everyone. It is dependable—no servicing problem.

Get the details of the popularly priced—fast selling Prima. Read the features. Use the coupon or wire.

THE PRIMA MANUFACTURING CO.

Main Sales Office:

Maule Building, 21st and Arch Streets, Philadelphia, Pa.

EXCLUSIVE PRIMA SELLING POINTS

Porcelain Enamel Tub

—the largest used on any washer
—8 double sheet capacity—
cushioned in rubber.

Novel Motor Suspension

—to eliminate vibration.

Lovell Wringer

—interchangeable with a Prima
electric ironer giving you com-
plete laundry equipment at
slightly added cost.

Direct Gear Drive

—no belt, and minimum number of
moving parts sealed in ventilated
gear case, etc.

Re-inforced Wringer Drive Shaft

—eliminating all strain from the
tub.

All Working Parts Enclosed Attractive Appearance

—Tub, an apple green enamel with
white splash—Chassis and legs,
black lacquer finish.

Other Outstanding Features and

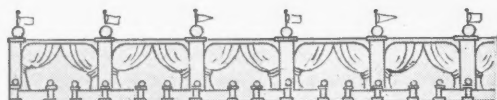
the price is **ONLY**
\$99.50

The Prima Manufacturing Co.

Maule Bldg., 21st & Arch Sts.,
Philadelphia, Pa.

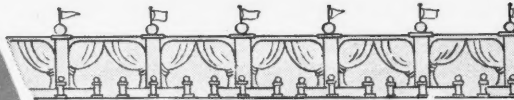
We are interested in the new Prima Special franchise. Send
us complete sales plan.

Name
Company
Address



1930

N.E.L.A.



TIREX PORTABLE CORDS

and help keep the

MAINTENANCE CURVE

Adding Machines
Addressing Machines
Advertising Machines
Air Compressors
Air Dryers
Amusement Cars, Scooter Type
Apple Pickers
Arc Lights
Armature Taping Machines
Armature Winding Machines
Auto Brake Lining Machines
Auto Brake Testing Machines
Auto Callers
Auto Lifts
Auto Washers
Auto Windshield Wipers
Automatic Brushes

Bag Sewing Machines
Baking Ovens
Barbers Revolving Pole
Barrel Shavers
Baseball Slot Machines
Battery Charging Outfits
Beacon Lights
Billing Machines
Binding Machines
Blowers, Forge
Blowers, Gas Furnace
Blue Printing Machines
Book Keeping Machines
Boring, Joist, Machines
Bottle Capping Machines
Bottle Filling Machines
Bread Crumbers
Brushes, Air
Buffing Machines
Buffer, Manicure
Bun Slicers

Cable Armoring Machines
Calculating Machines
Cameras
Candy Machines

Can Machines
Canning Machines
Can Opener
Carbonating Machines
Car Loaders
Cash Carrying Machines
Cash Registers
Centrifugal Testing Machines
Check Endorsers
Check Protectors
Check Writers
Chicken Dusters
Choppers, Meat
Choppers, Vegetable
Churns
Cleaner, Meat Block
Clipping Machines
Clock Winders

Clocks
Cloth Cutting Machines
Cloth Marking Machines
Coil Winding Machines
Colloidal Mills
Coin Counting Machines
Commutator Cutters
Commutator Grinding Machines
Comptometers
Concrete Surfacers
Controllers
Conveyors, High Speed
Copy Press Machines
Cream Separators
Cream Whippers
Cutters, Bone
Cutters, Meat
Cutters, Metal
Cutters, Tile
Cutters, Wall Paper
Cylinder Reborers

Dental Machines
Dictating Machines
Die-setting Machines

Dimmers, Theater
Distributor Tester
Dogs, Electric
Dyeing Devices

Drafting Machines
Drill Presses
Drills, Portable
Drills, Chiropodist
Drills, Sensitive
Drink Dispensers
Dry Cleaning Machines
Dryers, Centrifugal
Dryers, Clothes
Dryers, Hair
Dryers, Hand and Face
Duplicators

Egg Beaters
Egg Sorters
Elevators
Embossing Machines
Engraving Machines
Envelope Opening Machines
Envelope Sealing Machines
Erasing Machines
Escalators
Eye Exercisers

Fans, Blower
Fans, Desk
Fans, Exhaust
Fans, Furnace
Fans, Overhead Ceiling
Fans, Ventilating
Fare Boxes
Filing Machines
Film Washing Machines
Film Winding Machines
Filters, Air
Filters, Oil
Fish Sealers
Flasher Signs
Floor Polishers

Floor Sanding Machines
Floor Scrubbing Machines
Floor Surfacing Machines
Flushers

Folding, Paper, Machines
Fountains, Small
Frankfurter Twisters
Ice Dispensers
Ice Cream Machines
Ice Cream Extractions

Garage Door Openers
Gasoline Dispensing
Gas Generators
Golf Practicing Machines
Grape Crushers
Grater, Potato
Grinders, Coffee
Grinders, Feed
Grinders, Meat
Grinders, Shop
Grinders, Valve
Grooving Machines

Hair Clippers
Hamburger Formers
Hammers
Health Exercisers
Heaters, Auto
Heaters, Unit
Heat Regulators
Hide Skinning Knife
Hoists

Horns
Humidifiers

Ice Cream Freezers
Ice Shavers
Incubators
Ironing Machines

Key Cutting Machines
Key Seaters
Knife Polishing Machines
Knife Sharpening Machines
Knitting Machines

LOAD CURVE

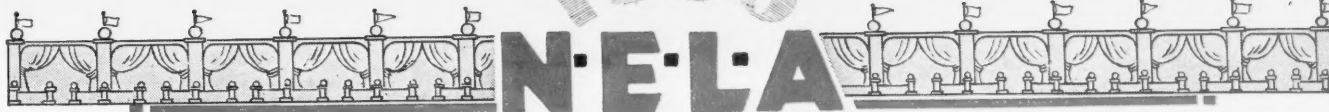
LOSS of load because appliances are not being used and failure to increase sales because of cord troubles are two problems that TIREX Portable Cords, both Type S and SJ, will overcome. Appliances on which these cords are used are equipped for long and dependable low cost service.

To central station merchandisers and dealers whose servicing costs are high—TIREX Portable Cords offer the opportunity to cut to a minimum maintenance costs due to faulty cords.

TIREX Portable Cord, Type S, is a heavy duty cord, one that is made for particularly hard service. Type SJ is a lighter type of cord for service where the more rugged Type S is not required.

Cleanliness, freedom from dust and fraying, smooth outer surface, no kinking and light weight are TIREX Cord advantages worth considering. The selenium "rubber armor" insures toughness and long life.

More complete information with sample and prices will be furnished on request.



reduce maintenance costs load curve at its peak —

Labeling Machines	Pan Greasers	Sand Riddles	Tortilla Machines
Lamp Making Machines	Paper Box Machines	Saw Filers	Toys
Lapping Machines	Paper Testers	Saws, Band	Traffic Timers
Lathes, Grinding	Farings Machines	Saws, Circular	Trimmer, Hedge
Lathes, Jewelers	Pasteurizer	Saws, Hack	Trimming Machines
Lathes, Polishing	Payroll Machines	Saws, Jig	Tumbling Machines
Laundry Marking Machines	Pencil Sharpener	Saws, Meat	Type Setting Machines
Lawn Mowers	Perforating Machines	Saws, Metal	Typewriters, Electric
Loaders	Phonographs	Sewing Machines	
Lock Mortisers	Photograph Printers	Scales	
Looms	Pianos, Electric	Screw Drivers	Vacuum Cleaners
	Pipe Bending Machines	Shears	Valve Refacers
Magnet Display Device	Pipe Cutting Machines	Shoe Making Machines	Valves, Automatic
Mattress Machines	Pipe Threading Machines	Shoe Polishing Machines	Varnish Removers
Meat Tendering Machines	Plastic Molding Machines	Show Cases	Venders, Ticket
Metal Marking Machines	Pop Corn Machines	Signals, Hospital	Vibrators
Meters, Postage	Porch Swings	Signals, Traffic	Voting Machines
Metal Cutting Machines	Postal Permit Machines	Silk Hose Mender	
	Presses, Printing	Silk Testing Machines	
Milling Machines	Pressing, Clothes, Machines	Sirens	Washers, Bottle
Mimeographing Machines	Pumps, Bilge	Skylight Openers	Washers, Clothes
Mixers, Dough	Pumps, Booster	Slicers, Meat	Washers, Dish
Mixers, Drink	Pumps, Comminution	Slot Machines	Washers, Metal
Mixers, Household	Pumps, Comminution	Slotter, Commutator	Water Coolers
Mixers, Mayonnaise	Pumps, House	Soil Aerators	Water Softeners
Motion Picture Projectors	Pumps, Oil	Speedometer Checkers	Wax Sealing Machines
Motor-generator Sets	Pumps, Sump	Speedometer Paint	Weather Strippers
Moulding Machines	Pyrometers	Stamping Machines	Weighing Machines
Multigraph Machines		Stamping Machines	Welding Machines, Feed On
Musical Orchestra Instruments	Race Horse Game Machines	Starters	Window Sash Operating Machines
	Razor Blade Sharpening Machines	Stenciling Machines	Window Shade Operating Machines
Nailing, Box, Machines	Razor, Electric	Stitching Machines	
Nut Cracking Machines	Record Changer	Stokers, Mechanical	
	Refrigerators	Stroboscopes	Wire Cutting Machines
Oil Burners, Domestic	Revolving Doors	Sweepers	Wire Drawing Machines
Oil Pumps	Revolving Chandeliers	Switches, Automatic	Wire End Stripping Machines
Oil Well Controls	Revolving Signs		Wire Measuring Machines
Ore Samplers	Rivet Heating Machines		Woodworking Machines (Head Stock, Routers, Saws, Shapers, etc.)
Ore Screens	Riveting Machines		Wrapping Machines
Organ Blowers	Roasters, Barbe-Q		Wringers, Cloth
	Roasters, Coffee		
Package Sealing Machines	Roasters, Peanut		
Package Wrapping Machines	Rotor Balancing Machines	Tape Moistener	X Ray Machines
Packing Machines		Tape Pulling Machines	
		Thank You Machines	
		Tie Tampers	
		Tooth Brushes	
		Torches, Acetelyn	

All sizes are furnished in lengths as desired. Two and three conductor Nos. 14, 16 and 18 and two conductor No. 12 are packed in special cartons containing approximately 250 feet each, (from 200 to 270 feet) so constructed that the cord may be drawn out as needed without disturbing the remainder of the coil.

SIMPLEX WIRE & CABLE CO

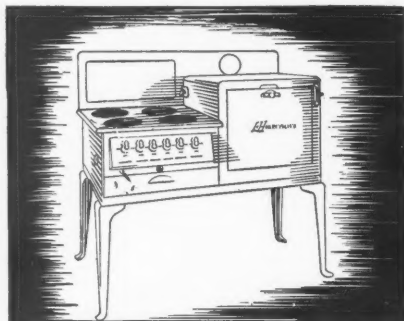
MANUFACTURERS

201 DEVONSHIRE ST. BOSTON

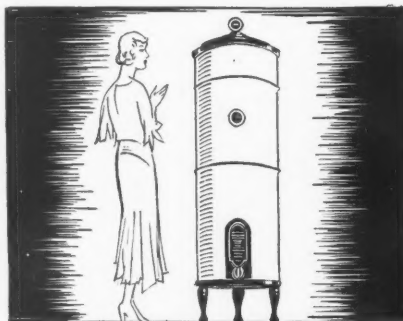
BRANCH SALES OFFICES

CHICAGO, 564 W. Monroe St. SAN FRANCISCO, 390 Fourth St.
NEW YORK, 1328 B'way CLEVELAND, 2019 Union Trust Bldg.
JACKSONVILLE, 1010 Barnett Nat'l Bank Bldg.

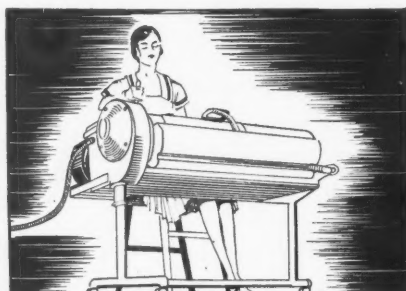




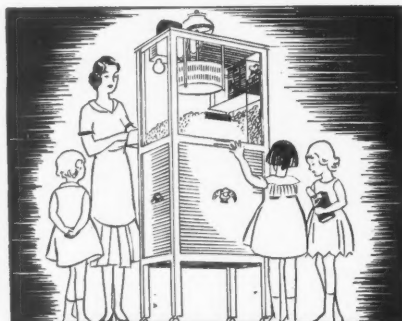
L & H ELECTRIC RANGE made by A. J. Lindemann & Hoverson Co., makers of complete line of domestic ranges "for every purse and purpose" furnished with patented Hi-Speed Chromalox units.



PEMCO ELECTRIC WATER HEATER made by Philadelphia Elec. & Mfg. Co. Automatic, storage type for low wattage heating. Obvious sales producer. Chromalox unit reduces heating time by half.



VULCAN ELECTRIC IRONER made by Vulcan Mfg. Co. Also made in washer attachment model—very popular. Solves ironing problem. Proper ironing heat produced by patented Chromalox units.



BUTTER-KIST POPCORN MACHINE made by Holcomb & Hoke Mfg. Co. A money-maker for thousands of users all over the world. Automatic feed and discharge. Quickly heated by Chromalox units.

TO WAKE UP YOUR SUMMER SALES....

Start off on the right foot with a line-up of products that will help you make definite profits. These products will do it and keep customers satisfied! They keep worthwhile business coming into your store. You can easily sell Chromalox-equipped appliances—and

forget about them. Patented elements keep them on the job for four and five years at a stretch. Customers get into the habit of coming back for other appliances heated with these embedded* type units which keep on working in spite of long hours, current surges, over-wattage, vibration.

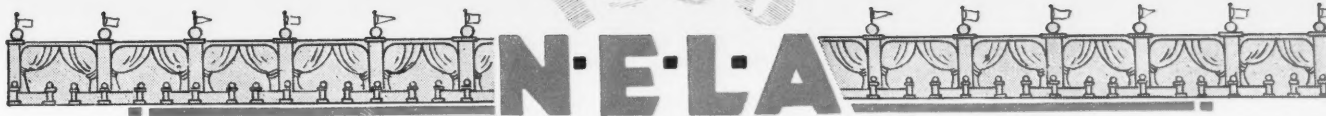
There are still plenty of homes that need and want electric ranges, water heaters and other time-saving appliances. "Chromalox-equipped" is the selling point that's helping to line up thousands of sales. Take advantage of it. Write today for interesting literature—no obligation.

*Having the resistor embedded in refractory material under hydraulic pressure and baked at red heat.

CHROMALOX

ELECTRIC HEATING UNITS

MANUFACTURED EXCLUSIVELY BY EDWIN L. WIEGAND CO., 7525 THOMAS BLVD., PITTSBURGH, PA.



A St. Louis Utility Endorses The New Anderson-Pitt Focalipse Heater

The endorsement of Anderson-Pitt *Focalipse* Heaters by a St. Louis utility in their advertising is typical of the recommendations made by many other companies.

The experience of these companies proves that with Anderson-Pitt Heaters any progressive electrical dealer can revive his heater business.

in their advertisement reprinted here!
For Cozy Warmth and Comfort
Get an Anderson-Pitt Electric Heater



The Anderson-Pitt heater provides uniform heat over a far larger area than has heretofore been possible—even the smallest size provides ample heat to keep two people warm.

Be Warm and Comfortable
These Frosty Mornings!

The Anderson-Pitt brings instant warmth at the turn of a switch—there's no need to shiver while you wait for the furnace to heat up. In the bed room, play room, breakfast room—wherever heat is needed—the Anderson-Pitt *Focalipse* is ready with a comforting circle of warmth.

Get One for Every Room
Copper plated, \$7.50 and \$10
Chrome plated, \$9.50 and \$12.50
Choice of 3 colors

Pay for them in easy monthly payments with your electric bills at slight additional cost.

Chrome plated heaters are finished in a selection of 3 beautifully colored lacquers, Chinese Red, Nile Green, Marine Blue.

Phone Your Orders If You Wish—MAin 3222—Station 270
UNION ELECTRIC
LIGHT AND POWER CO.
12th and Locust r. MAin 3222

PLEASE NOTE:

To help your sales organizations sell more heaters, we have prepared a film showing the principles of reflector type heaters and the selling points of Anderson-Pitt *Focalipse* Heaters.

Arrangements for showing this film will be gladly made. Kindly write us at once.

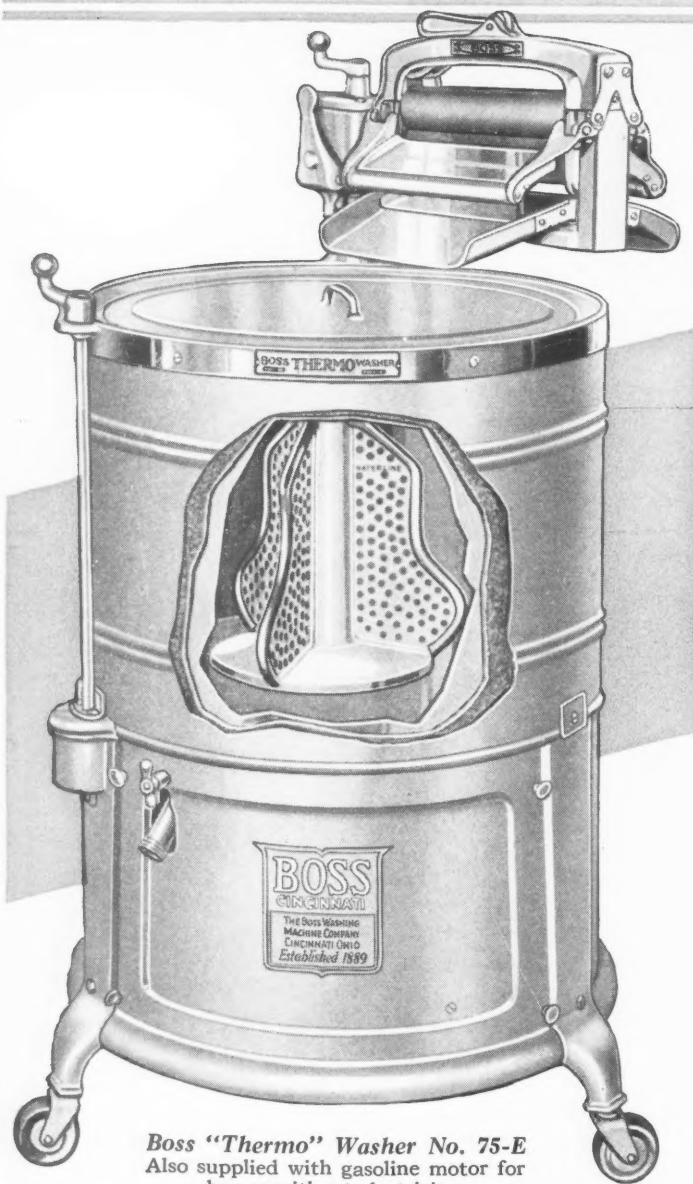
No matter what your experience has been with other types of heaters, it will pay you to investigate Anderson-Pitt *Focalipse* Heaters.

They can be sold easily because they have demonstrated possibilities you would hardly believe possible without getting the facts.

Write for complete information.

The Anderson-Pitt Corporation
209-211 Goodrich Place, Kansas City, Mo.

Line up with BOSS for



*Boss "Thermo" Washer No. 75-E
Also supplied with gasoline motor for
homes without electricity.*

BOSS WASHERS offer you extremely attractive profits. Still more important, Boss Washers have outstanding features of construction that appeal forcibly to every woman—features that make selling easy and that give you every advantage over chain stores and other competitors. And the quality of Boss Washers—famous for 41 years—assures a degree of satisfactory service that leads customers to recommend Boss Washers to their friends.

Three big exclusive Boss features place you above competition: the "SAFETY-BAR" Wringer . . . the "THERMO" Tub . . . the Tangle-free "FLUSHOR" . . . each is an outstanding selling argument. In combination, they break down sales resistance and bring in a more profitable and cleaner type of business.

Then there's the NEW Boss Easy Purchase Plan . . . simplified . . . less expensive for the customer . . . easier for you. Boss carries the burden of time payments at no expense to you.

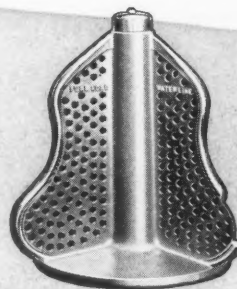
Consider also the stability of the Company that produces Boss Washers. For 41 years, since 1889, Boss Washers have forged steadily ahead. When you line up with the Boss, both you and your customers are assured that you will not be left with "orphans" on your hands. We are prepared to supply parts for any Boss Washer sold during the past 20 years.

Summed up, Boss offers you everything you could ask for in a washer proposition—quality product—features that sell—unusually liberal profits—simplified time payments—localized advertising—co-operation from start to finish.

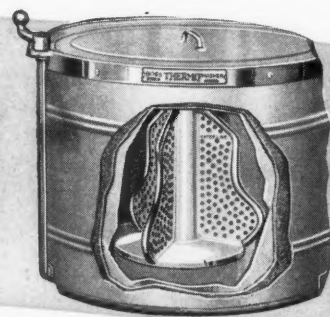


**BOSS
Washers
Ironers**

The Boss "SAFETY-BAR" Wringer is the only wringer with a safety release in front of the rolls. It has this important advantage on both sides of the wringer.



The Boss Tangle-free "FLUSHOR" produces a new and better washing action—washes equally well at bottom or top of tub—a few pieces or a tubful. Cannot tangle clothes.



Boss large capacity "THERMO" tub with triple insulated walls keeps the water hot. Beautifully finished—easily kept clean.

Greater Washer Profits

Advertising Localized for Your Immediate Benefit!

A complete advertising campaign run for you over *your name* in your local newspapers produces quick and definite results. And Boss pays the advertising bill! The exclusive Boss features are stressed in each advertisement . . . the NEW Boss Easy Purchase Plan is played up. Every advertisement is designed and written to sell the public on Boss features and to bring more prospects into your store.

New and better window displays have been prepared: A clever washer cut-out . . . a strong series of display cards . . . sale pennants . . . indoor posters . . . outdoor signs. A complete line-up of effective sales helps is supplied FREE to every Boss dealer. This peppy local advertising will positively produce more washer orders and bigger profits for you.

A New and Better Time-Payment Plan--- Boss Carries the Burden!

Boss, old established and financially strong, carries its own time-payment contracts! All red tape, worry, bother and responsibility of dealing with outside finance corporations completely eliminated. Better for your customers . . . better for you. Actually saves the customer \$3.00 to \$5.00 on a washer . . . costs you not a cent. And you can use your time-payment contracts to finance your purchases.

This NEW Boss finance plan is a winner. Dealers are enthusiastic about it. They know by experience that it simplifies time-payment selling and brings EXTRA PROFITS through more and easier sales. It brings every customer back to your store a dozen times.

Write or Wire for the Boss Proposition

Line up now with Boss for greater washer profits in 1930. Write or wire for full details of the Boss dealer franchise. Learn how you can see an individual localized advertising campaign over your name . . . FREE. Learn about the features of Boss Washers that make them the choice of leading dealers who build for the future as well as for the present.

THE BOSS WASHING MACHINE COMPANY

Norwood, Cincinnati, Ohio

Pioneer manufacturers of quality washers for forty-one years

Established 1889

A Popular Price Range

The three leading Boss models retail at \$99.50, \$129.50 and \$155.00. Only 6% is added for time payments on the Boss Easy Purchase Plan.

The Boss No. 75, illustrated on opposite page is the big leader in Boss sales. It is the only washer on the market that has these three exclusive selling points — the "Safety-Bar" Wringer, the "Flushor" and the "Thermo" tub.

The Boss Model "80", pictured below, is a popular machine of unusual quality finished in an attractive duo-tone effect — retailing at less than \$100.00. It enables you to sell your customers a washer that incorporates the high quality characteristic of all Boss Washers—at a moderate price.

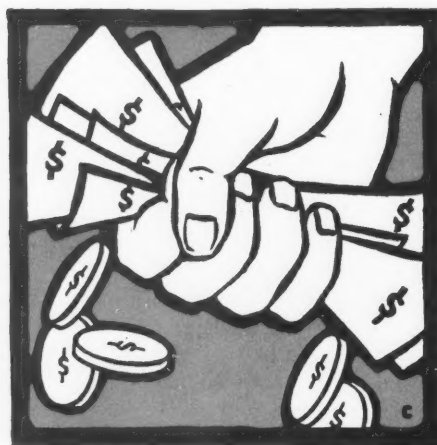
All Boss models can be furnished with gas motor unit instead of electric motor when so desired.





when people want to save money sell washing machines

IN times like these, take your attention off luxury goods and put your effort where it has a chance for reward.



large, soft, black, wringer rolls, altogether an unusually sturdy washer retailing with electric motor for \$99.50.

It means something now to sell a device that saves money for the family budget every week! And the home laundry is getting more appreciation today than it has for years.

The Meadows Company offers a splendid set-up to capitalize the wave of economy that is sweeping America.

Meadows has a washing machine for every type of buyer in both rural and urban markets.

The Meadows Model V Select-A-Speed is the finest quality washer made. The electric model retails for \$165.

To reach the low price buyer, there is the Model Y, with a round porcelain enamel tub,

And for the medium priced field, a great, great bargain in the Model X. A standard, oversized, square-tub, aluminum agitator machine for \$135 electrically equipped.

All Meadows products can be equipped with the new style Model L1 Briggs Stratton four-cycle gasoline engine, built to supply the demand in homes without electricity.

Each model in the line is a well-made, splendid creation, specifically built to fit a certain level of buying power.

Get the details of this great new merchandising plan. Tuned to the tempo of 1930. A specialty selling proposition for a specialty that will sell right now. Write or wire the factory for details.

THE MEADOWS MANUFACTURING CO., BLOOMINGTON, ILLINOIS

MEADOWS THE LINE THAT ALWAYS WINS

FOUR BIG MARKETS BUY THE WHIRLDRY



The woman who sends the bulk of her wash to the laundry but does her finer things at home. SHE needs the Whirldry washer. She's a splendid prospect.



The young mother, with baby's wash to do every day. She needs the Portable Whirldry—and you can SELL her.



The woman who lives in an apartment or small house—who hasn't much room. The Portable Whirldry just suits her.



The young business woman, the school teacher, the family that goes to the country in summer—they all need the Whirldry—and they're buying it RIGHT NOW.



Markets for YOU to sell

Here are vast, untouched, eager markets, right at your very doors. And with the Portable Whirldry Washer you can capture them to your own profit.

The Whirldry at \$49.50 has no competition. No trade ins are necessary, no expensive delivery costs. Whirldry is an over-the-counter seller, a quality product, sturdily made. All servicing is reduced to a minimum.

When you have a great product—an untouched market—a complete sales plan—sales zoom upward. Then send the coupon. That's your opportunity.

Formerly \$64.⁵⁰

NOW \$49.50

Slightly higher in Far West and Canada

The Whirldry Corporation

New Haven, Conn.

Canadian Distributors: Northern Electric Co., Ltd.

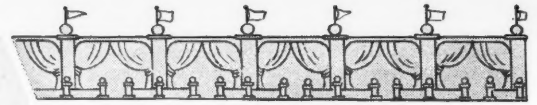
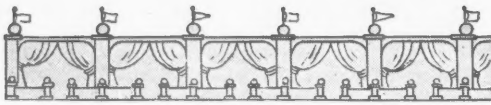
THE WHIRLDY CORP., New Haven, Conn. E.M. June

Yes, send me your Sales Plan and complete information on the Portable Whirldry.

Name _____

Address _____

City _____ State _____



Barton Model C

Extra heavy and substantial in construction, the Barton Model C is a washer which appeals to every careful buyer. Retail at less than \$100.

HOW CAN YOU
MAKE SO FINE A
WASHER TO SELL
AT THIS LOW
PRICE?

Many have asked us how we can build a washer so evidently of the very best quality in materials and construction as the Barton Model C—and yet price it to retail profitably at less than \$100!

The answer is that the Model C is *all* washer. It has been stripped to the essential details so that every remaining part can be better. Combine this with the unusual manufacturing facilities and low overhead enjoyed by Barton and you have the reasons for this fine machine at this low price. There isn't a *better washer* made than the Model C...in quality, workmanship and washing efficiency.

Beautifully two toned finish in

either copper or enamel tubs... Lovell's latest wringer with balloon cushion rolls... aluminum lid and attractive aluminum trim... submerged type agitator... and the *simplest, strongest transmission ever designed*: these important selling points make the Barton Model C a machine *your* organization will enthusiastically commend and find exceptionally easy to sell.

The Barton Master offers the same attractive qualities with additional refinements... the double tub walls, for example. It is intended for the customer who wants as fine a machine as the Model C but prefers the additional features offered by the Master. Both can be supplied with Barton Ironers, while the Model C is also supplied with gasoline motor instead of electric.

The Barton franchise is planned to benefit everyone—write at once for complete details.

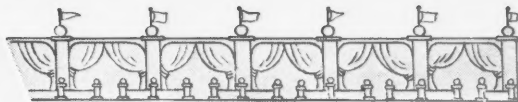
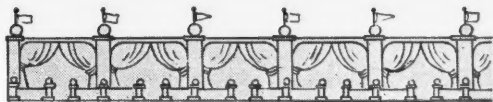
Barton Master

Double tub wall and slightly different design makes the Master an even more beautiful machine for the buyer who chooses these additional refinements.

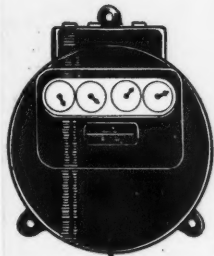


THE BARTON CORPORATION

West Bend, Wis.



Here's the



*—to Add to the Current Load
—to Add to Merchandise Profits*

The public has learned to appreciate electricity—to depend on it. Every day, more people wash, iron, sew, cook their food and keep it fresh with electricity. After years of education, power companies, jobbers, dealers and others are beginning to reap the rewards in increased revenue from residential customers. It is time to extend this foundational work and push added electrical services for the home. It is time to sell electrical

FLOOR MAINTENANCE

REFRIGERATION

SWEEPING

SEWING

COOKING

IRONING

WASHING

LIGHTING

What the vacuum sweeper does for rugs and carpets, the electric polisher and scrubber does for other types of floors. It keeps them clean and beautiful, and does with a motor, tasks that are the hardest kind of drudgery for human muscles. This new field will yield added kilowatt hour profit, added merchandise profits and added *good will profit*, if you develop it

with the FINNELL Household ELECTRIC FLOOR MACHINE

Waxes—Polishes—Finishes— Scrubs, Wet or Dry

To be beautiful, floors must be *clean*. On waxed floors, that means dry scrubbing. Polishing alone just buffs the surface. The FINNELL is more than just a "floor polisher." It has the power, the speed, and the properly distributed weight, to clean as well as polish. It applies paste wax, rubbing it in to make a firm, non-skid surface. It refinishes old floors. The FINNELL also wet scrubs porches, kitchens, basements and other unwaxed floors. Easy to handle—weighs only twenty pounds. Before you select a floor machine, investigate the FINNELL. We have a plan of merchandising and dealer cooperation that will interest you. Fill out and mail the coupon Now.

FINNELL SYSTEM, INC.

2101 East Street, Elkhart, Indiana



Embodying a Quarter Century of Experience

The FINNELL is a quality product—built for many years of satisfactory service by the makers of the famous FINNELL scrubbers and polishers used in business buildings and institutions throughout the country. District offices maintaining service facilities, are in all principal cities.

Mail Now for Dealer's Proposition

Finnell System, Inc.,
2101 East Street, Elkhart, Ind.

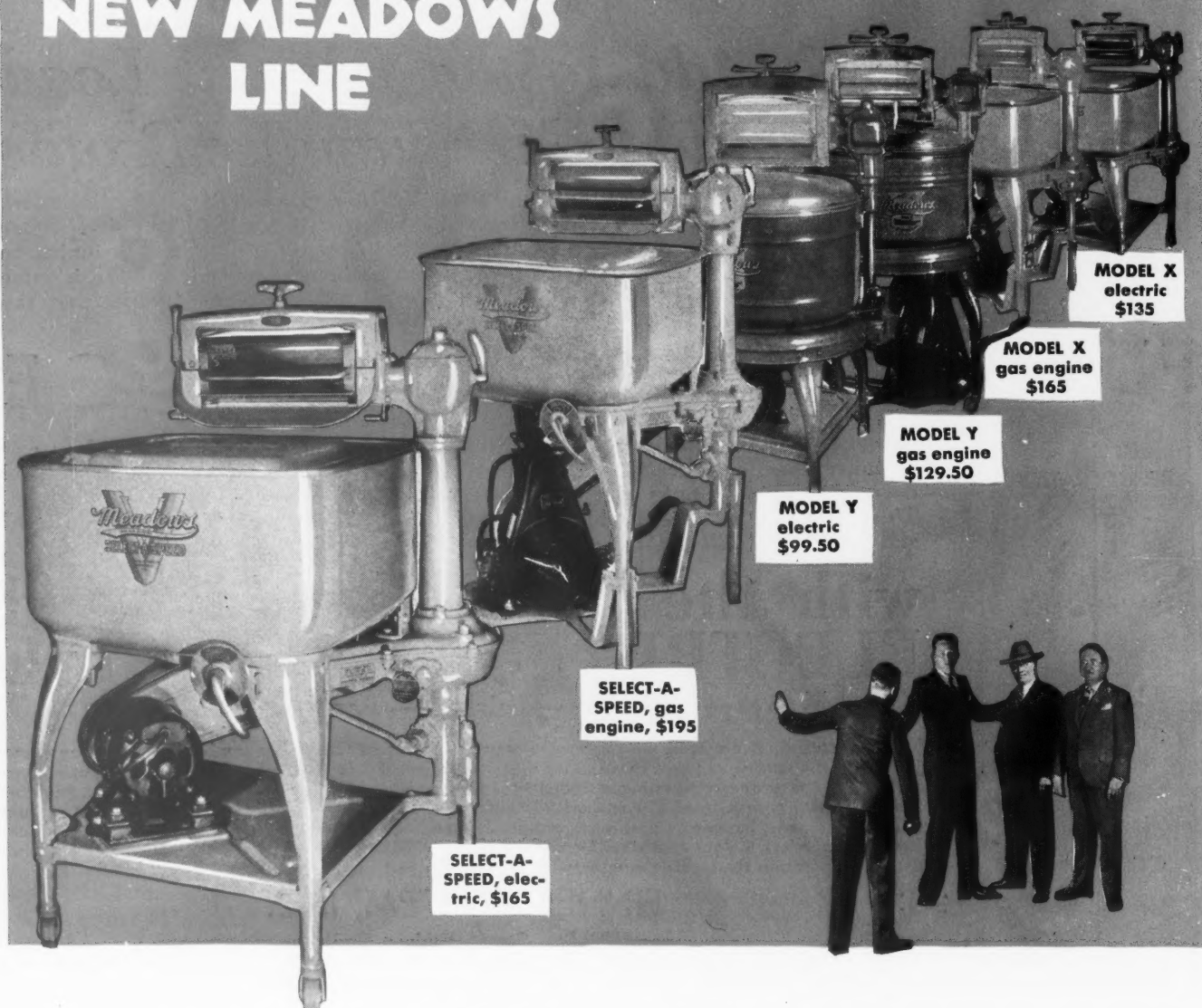
Please send me full description of the Household FINNELL and details of your proposition to electrical dealers.

Firm name

My name

Address

GET THE NEW DEAL ON THIS GREAT NEW MEADOWS LINE



HERE'S a new day and a new deal for the washing machine dealer. Get this extra-profit proposition without delay. Write or wire the factory for details.

There is no strata of competition that can't be knocked over with the Meadows line. Different cities and different rural markets present different competitive set-ups. The Meadows line is the answer to everyone. Is your competition mail-order? Then

see how they like selling against the Model Y Briggs-Stratton Gas Engine Meadows for \$129.50. Or is your chief competition a higher-priced washer? Then see how the Meadows Select-A-Speed outperforms and outdemonstrates the whole world regardless of price.

Get the facts on this great new deal on a great new line. No obligation whatever. Write or wire.

THE MEADOWS MANUFACTURING CO., BLOOMINGTON, ILLINOIS

MEADOWS THE LINE THAT ALWAYS WINS

DON'T OVERLOOK THE COMMERCIAL MARKET!



Today there are thousands of light lunch and barbecue stands, tea rooms, soda fountains, etc., that *really need* a splendid all-purpose electric cooker that sells at a low, honest price.

And:

"QUIK-SERV" gives every electrical appliance dealer a wonderful opportunity to cash in on this Commercial Market!

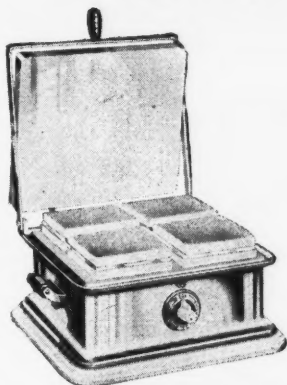
"QUIK-SERV" is the only really adaptable commercial cooker that either TOASTS, ROASTS or GRILLS, combining all the needed appliances of the average institution into one splendid practical machine.

MORE THAN A TOASTER!

MORE THAN A GRILL!

STAR "QUIK-SERV"—TOASTS, ROASTS and GRILLS

*Actually a Profit Sensation
In the Light Lunch Field!*



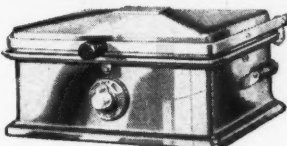
For short orders, 4 tender, flavor-sealed chops or steaks—three servings of crisp, appetizing bacon, cooked flat on both sides and full of natural flavors.

4 slices of toast or 4 crisp delicious toasted sandwiches in less than two minutes! Worth three times its price as a commercial toaster alone!

**CHROMIUM FINISH—SOLID CONSTRUCTION.
POSITIVE GRID ADJUSTMENT**

Size 12½-in.x11½-in.x7-in. high. Weight 17 lbs. Circular "Chromalox" elements, 850 watts. Heavy aluminum grids with total cooking surface of 183 sq. inches. Four egg rings, roasting pan and drip cup furnished.

SELLS AT ONLY \$32.50



At this low price, "QUIK-SERV" is within the reach of every institution, meeting the needs and purse of all. The Master-Twin Model (illustrated above) has double the capacity and sells at \$64.00.

ALSO FOR THAT BIG DOMESTIC MARKET

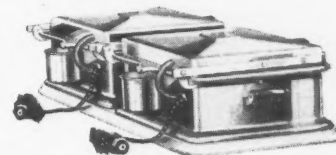
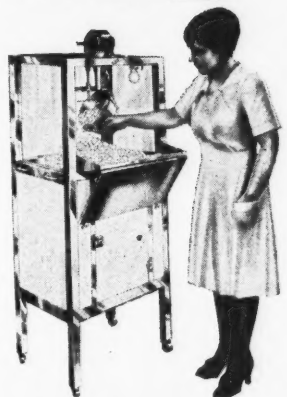
The Domestic Model adaptable "QUIK-SERV" (illustrated to the left), is offered to sell to the many wired homes unable to afford an expensive range. Slightly lighter in construction. Sells at \$22.50.

MONEY IN POPCORN EQUIPMENT, TOO!

With the famous STAR line of Popcorn Machines, known the world over, you have another item to offer this profitable market. The "PROFIT" Model, selling at the sensationally low price of \$123.00, reaches an entirely new class of buyers—the smaller operators. Here is an item worth your earnest attention!

JOBBER! Get Our Proposal, NOW!

Write for our liberal sales plan, complete with literature and sales helps. You can start cashing in now by ordering your sample. Use the handy coupon.



"To Power Companies, Electric popcorn equipment and commercial grills are becoming more and more important as load builders and profitable retail items. Let us tell you the actual experiences of companies who have recognized this."

MAIL THIS COUPON.

STAR MFG. CO., INC., 4569 Swan Avenue, St. Louis, Mo. M

Gentlemen: Send sample "QUIK-SERV" Grill and display material. Liberal dealers' discount to apply.

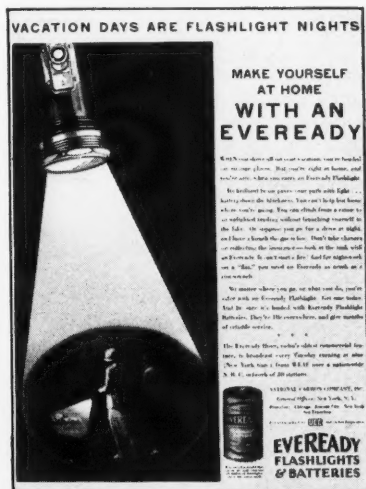
Ship open acct. ☐ Ship C. O. D. ☐ Plan on STAR Popcorn Machines ☐.

Name

Address

STAR MANUFACTURING CO., Inc.

4569-71 Swan Ave., St. Louis, Missouri



TYPICAL MAGAZINE AND NEWSPAPER ADVERTISEMENTS

(Reduced from full-page size)

Millions and millions of people will see these and other Eveready Flashlight advertisements, all summer long!

DON'T
DOUBT DISPLAY!



During last summer's vacation-drive, on Eveready Flashlights, we made a test. Ten stores *did not give whole-hearted display* to Evereadys. And ten other stores *did*.

The ten that *did* had a 74% gain in sales over the ten stores that *did not* tie in with the vacation campaign! Don't doubt the sales-making value of display.

THESE EVEREADY ITEMS
ARE THE BIGGEST VACATION-SELLERS



FOR MOTORISTS

Eveready No. 2671 is a two-cell, focusing model. Shoots a light 400 feet — or makes a floodlight for close by. Remind every motorist that an Eveready is as necessary as a rim-wrench for changing tires at night. No. 2671 comes in red, blue, or black. Retail at \$1.50, complete with batteries.



FOR COTTAGERS

No. 2605 is a sturdy, useful, low-priced Eveready for general indoor and outdoor use. Tell every cottager that summer cottages are usually frame and far from fire-proof — and to play safe with an Eveready. No. 2605 comes in red, blue, or black. Retail for \$1.25, complete with batteries.



FOR WOODSMEN AND CAMPERS

Eveready No. 2697 is the Official Boy Scout Flashlight. Ideal for fishermen, etc. Every Eveready improvement, plus the clip on the back. The user switches the light on — snaps the flashlight to his belt or coat-pocket — and has both hands free! \$2, complete with batteries, retail.



FOR EVERYBODY

No one should go on his vacation without an *extra* supply of these little light-makers. Sell your customers on the idea. Eveready Batteries fit and improve all makes of flashlights. They are dated. You know they're *fresh*! Only ten cents apiece, retail.

The Evereadys listed above, and other best sellers, are in display-packages Nos. 21 and 30. Get them! And put them where your customers won't have trouble seeing them!

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

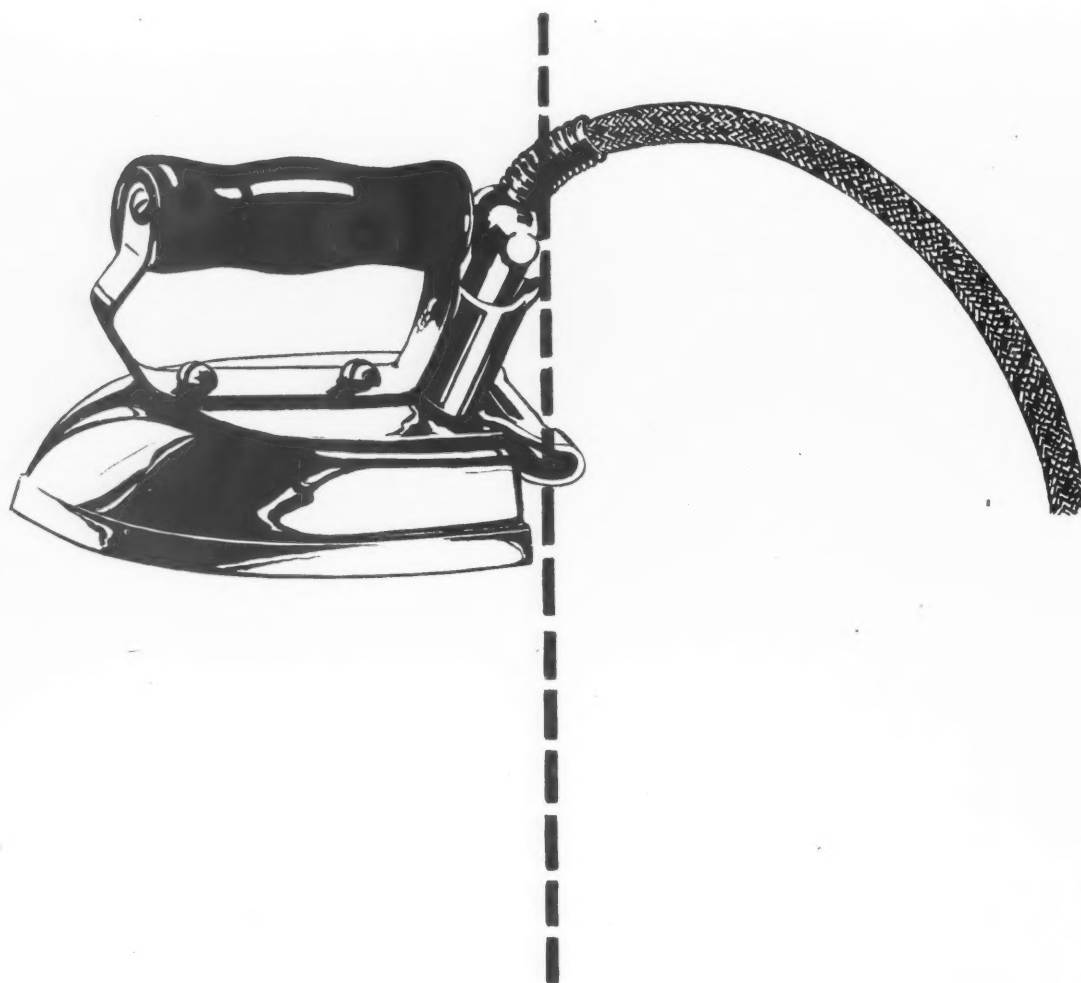
Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide and Carbon Corporation

EVEREADY
FLASHLIGHTS
& BATTERIES
—they sell faster

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAf over a nation-wide N.B.C. network of 30 stations.

DON'T FORGET THE EVEREADY PEN-LIGHT!



Which half should be *good*?

Both parts, of course.

And with any heating appliance, should the element be good and the heater cord poor?

Or should the cord be good and the element poor?

Or can the market stand for both element and cord being good?

DRIVER-HARRIS COMPANY HARRISON, NEW JERSEY

Chicago-Detroit-Morristown, N. J. England-France
In Canada The B. Greening Wire Co., Ltd., Hamilton

Supplies the maker of heating devices
with the best there is to make a *com-
pletely* good product:



Central
Station
Grade
Heater
Cord.



*Bakelite Molded Table
Taps by Hubbell, Colt,
Connecticut, and
Circle F.*

WOMEN WANT TABLE-TAPS OF LASTING BEAUTY

Women dislike to see the appearance of a carefully set table disfigured with a table-tap that is faded, chipped and shabby. They want a device of such lasting good looks that it will always be in keeping with fine linen, china and silver.

When you sell a Bakelite Molded table-tap, you sell one whose colorful, lustrous beauty is lasting. You are safe in assuring your customers

that this material is hard and strong, does not warp, and is not easily cracked or chipped.

Table-taps of Bakelite Molded are made in various attractive designs and pleasing colors, by a number of electrical device manufacturers. Ask your jobber to show you samples, and write to us for the names of the manufacturers of these, and other, Bakelite Molded electrical devices.

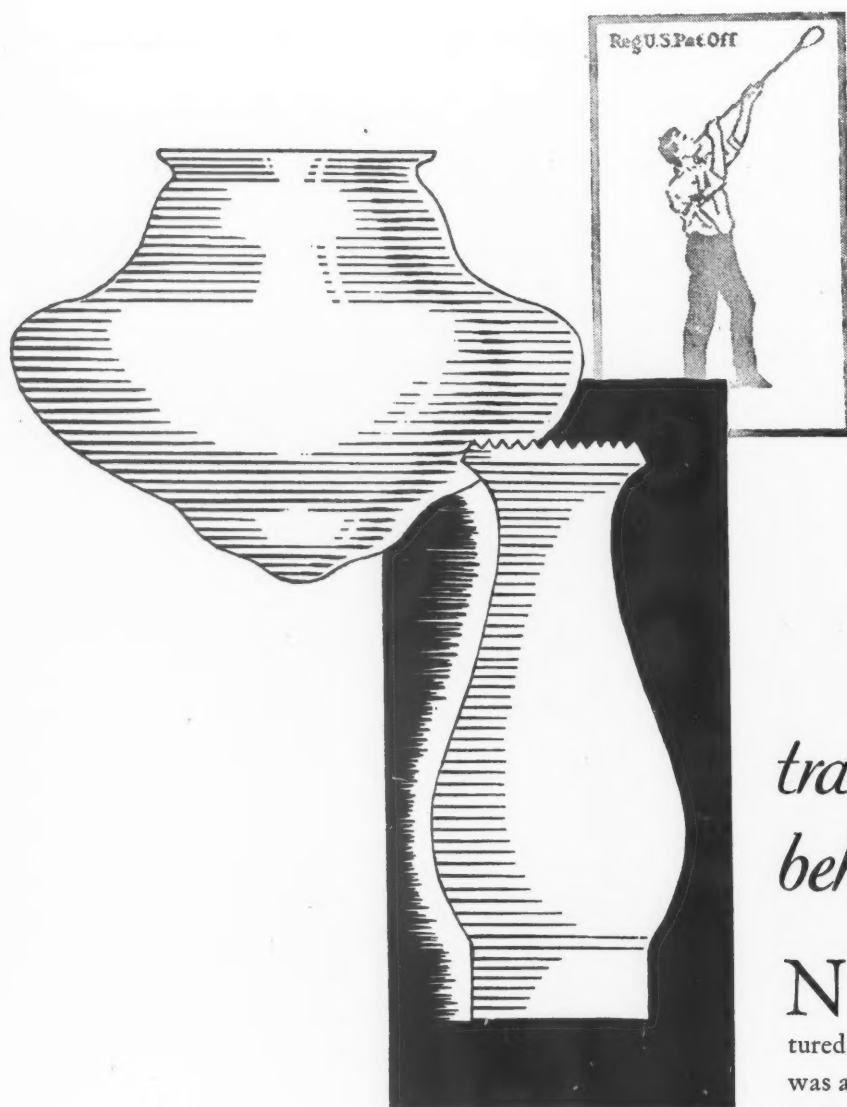
BAKELITE CORPORATION, 247 Park Ave., New York. CHICAGO OFFICE, 635 West 22nd St.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario

BAKELITE

REGISTERED

U. S. PAT. OFF.
"The registered Trade Mark and Symbol shown may be used only on products made from materials manufactured by Bakelite Corporation. Under the copyright laws of the United States of America and other countries, the use of the symbol on other products is prohibited."
"B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

THE MATERIAL OF A THOUSAND USES



Remember Macbeth "Pearl Top" lamp chimneys? If you were born before the beginning of the twentieth century, you haven't forgotten the kerosene lamps of your "knee pants" days, and the "Pearl Top" chimneys mother always insisted were best.

*The SAME
tradition of quality
behind them both...*

N EARLY fifty years ago the first Macbeth "Pearl Top" lamp chimney was manufactured in a small glass factory in Pittsburgh. It was an unusual chimney in many ways. Into its making had gone the sincere desire of the manufacturers to produce a better chimney than had ever been made before. The story of how they succeeded is one of the most inspiring romances of industry. Within a generation, "Pearl Top" chimneys had become the standard of quality, and "Macbeth" a household word.

Today, the same scrupulous care is exercised in the manufacture of Macbeth enclosing globes. No pains are spared from the selection of raw materials to the final processing of the finished globe to produce a glass that meets as nearly perfectly as possible the rigid requirements of a glass for illuminating purposes. MACBETH-EVANS GLASS COMPANY • Charleroi, Pa.

Macbeth



WORLD INDUSTRY USES "THE POWER DIAMOND"



It's a **MASTER**

More than seventy manufacturers of pumps; fifty builders of woodworking machinery; fifteen manufacturers of air compressors, and a great many other makers of motor-driven machinery and appliances of various types equip the products that bear their name, with Master Guaranteed Motors. The complete record of applications of Master Motors to these machines is a most impressive recognition of Master Quality by Industry—both American and foreign.

These manufacturers realize that the motor is a vital part of the complete product. The dependability that characterizes the Master Motor insures dependable service from the machines *they* produce. The Master is built to handle the largest percentage of abnormal operating conditions that are likely to be encountered. The actual records of long faithful service, and of perfect functioning even under extremely adverse conditions, establish its title to "Power Diamond"—with a value definitely known and a performance that is *brilliant*. We would be glad to discuss your specific motor requirements.

THE MASTER ELECTRIC COMPANY
DAYTON, OHIO

STOCKS CARRIED IN PRINCIPAL CITIES
MORE THAN 100 SERVICE STATIONS
MASTER GUARANTEED MOTORS

1/20 TO 10 H.P.



Not More Than 40°

What's the TRUTH electric exerciser

*A plain-spoken
analysis of the situation in this
field . . . made by an observer
in close touch with the plans of
outstanding retail merchandisers*

THERE is no use denying the fact that the Electric Exerciser industry has been suffering lately from some rather serious disorders.

Such symptoms of an unsettled condition as price-cutting, dumping of obsolete models, weak-kneed merchandising and pessimism are evidence of the "illness." It's like a case of indigestion, following a period of over-indulgence. The infant industry was asked to absorb the bunk-shooters, faddists, extremists, the opportunists, and the "shoe-string" operators that flock to any new and promising field.

The market was disturbed by the entry of manufacturers whose claims were wild on behalf of "reducers," "beautifiers" and "cure-alls"; by those whose conception of an exerciser was a motor driving a "shimmy-axle"; by concerns who had neither the merchandising ability nor financial backing to stand the strain of introducing a new appliance to the national market; by those who sought through consigned stocks and price-slashing to "break into the game" and finally to "get out at any price."

A lot of dealers were left holding the bag—with obsolete models, and with the "orphans" of manufacturers who have more or less gracefully retired.

The business recession started by the stock market crash helped to precipitate

a crisis, and it is slowing the convalescence of the patient.

But in our humble opinion the "crisis" in the illness of this business is safely past, *with the industry in a condition that is organically sound.* It has been purged of elements that are unwholesome. It is hungry for real nourishment in the form of intelligent market development.

We have an increasing faith in the basic soundness of this device, as a source of real benefit to the user and of expanding profit for those dealers who use the proper methods in cultivating the market for it. We have reached these conclusions because we have proved to our own satisfaction—

1. That Electric Exercisers have real merit;
2. That there are a sufficient number of persons who need them and want them, to maintain a satisfactory volume over a period of years;
3. That Electric Exercisers whose merit warrants a price that gives the dealer a generous share of profit, can be successfully merchandised by specialty methods and proper education of the sales personnel.

The Master Electric Company has recently undertaken an intensive survey of field conditions, the principal object of which is to discover the actual attitude of Healthizer owners after several

...about the market.....?

months use of this device. The early returns prove the existence of a genuine satisfaction and a *continued interest* on the part of these users. The completed survey (a tabulation of which will be available to any dealer interested) will furnish a most conclusive answer to any question about the fundamental merit of the Exerciser that is properly designed and built.

Are Exercisers hard to sell today? Yes! So was the washing machine or the vacuum cleaner in 1910. New devices have to be pioneered, and pioneering is hard work. Exercising machines are not an "over the counter" item. Nor will they be for some time to come. The process of educating the public to their benefits must go on, to prepare the ground for the harvest to follow.

But pioneering a new specialty costs money. Sales require careful handling and intelligent effort. To absorb the selling expense and show a satisfactory profit, the dealer in electric exercisers must have a generous return. The low-priced machines do not provide it. Master Healthizers have been carefully designed to accomplish certain benefits, and are built to last—to make a satisfied customer. They were not just thrown together but represent the joint effort of mechanical skill on our part and medical skill on the part of our competent medical advisors.

Reasonable prices for the various models, consistent with high quality, have been determined, and there has been nothing in the current temporary unsettlement to sway us from what we hold is a good sound merchandising principle. *We have consistently maintained Healthizer prices and expect to continue to do so. Healthizer dealers need not fear "distress merchandise" from us.*

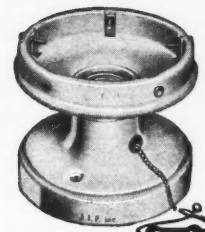
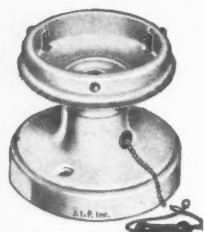
Our final conclusion is this: Don't judge the future of the electric exerciser industry by present conditions. The fundamental question is whether the exerciser performs a useful service and has a legitimate claim on public approval. Our answer, based on a close study, and on the experiences of our successful customers, is an emphatic "Yes!" When dealers provide properly trained sales people for health appliances, and take full advantage of the popular swing of the public toward matters of health; when they set up the proper machinery for intelligent demonstrations and when they take advantage of the experience of responsible manufacturers of electrical exercisers—then and then only can a real estimate of the market be made.

We are glad to offer the services of our Merchandising Department to any dealer who is overstocked with competitive makes.

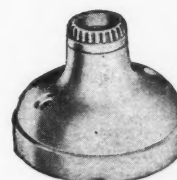
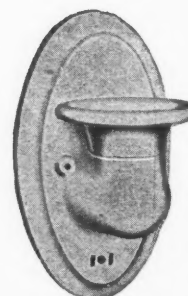
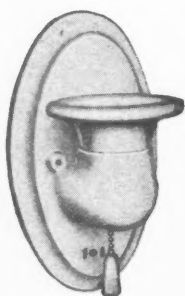
The Master Electric Company
Manufacturers of Master Guaranteed Motors and The Master Healthizer
Dayton, Ohio

KAOLITE

Q
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NEW
AND
BETTER



Q
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PAULDING PROFITABLE PRODUCTS

By confidence building, the name Paulding on wiring devices has assumed the role of a mute super-salesman. It sells the goods because customers know the name as a guarantee of quality with moderate prices.

Confidence such as this is the best recommendation that any product can offer.

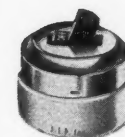
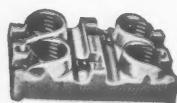
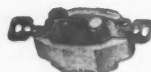
The Kaolite line is our New and Better style of ceiling and wall receptacles, which is furnished with six different types of rings. They are interchangeable with all bases.

The Paulding line is complete.
Write today for *new catalog now ready*.

John I. Paulding, Inc.

New Bedford,

Mass.



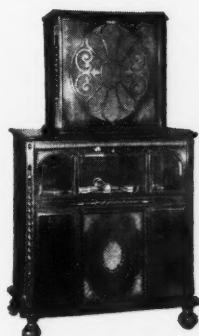
Here It Is! the AMPERION

—a Companion Line to the Orchestrope

at **NEW LOW PRICES**

The Capehart Amperion—the most sensational achievement in the Automatic Phonograph field. Models for commercial use and for the home at a price that sweeps away all resistance. An automatic phonograph which plays records on *both sides* continuously, without attention—and with radio in combination if desired.

This is the Line You Have Been Waiting For!



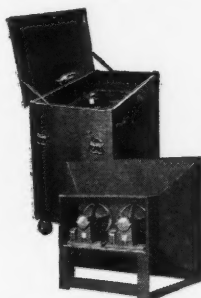
Orchestrope Auditorium
Model for Large Halls



Orchestrope for the Home—
a triumph of cabinet work



Orchestrope Commercial
Model



Orchestrope Park Model and
Double Unit Speaker for
outdoor use.

Music dealers, for years have been waiting for an automatic phonograph to sell at a price. Here it is! And with the famous Capehart tone and wonderful simplicity. No public establishment is too small now to invest in Capehart music. A complete line of models, to suit every purse and for any indoor or outdoor purpose.

Bigger Profits than Ever!

Capehart dealers have made phenomenal profits of \$2,000 to \$11,000 a month with the Orchestrope line alone. Now the Amperion increases the opportunity for profit many times! A tremendous, new, untouched market has been opened. Capehart national advertising and Direct Mail Campaigns will further stimulate this already big demand. The opportunity waits—investigate the Capehart Franchise without delay.

Send Coupon or WIRE!

Wide-awake dealers, who can measure up to the exceptional opportunities offered, are wanted to serve this greatly increased market. Send the coupon now, or better still, *wire at once*, for the comprehensive portfolio outlining in detail just what these opportunities are. Wire, now, before the valuable Capehart Franchise in your territory is awarded.

Capehart

AMPERION-ORCHESTROPE

THE CAPEHART CORPORATION, FORT WAYNE, INDIANA



**PLAYS RECORDS
CONTINUOUSLY
on Both Sides Without Attention**

The Capehart Corporation,
Dept. A549, Fort Wayne, Indiana

Send me, without obligation, your portfolio of the Capehart line and full details of your dealer franchise.

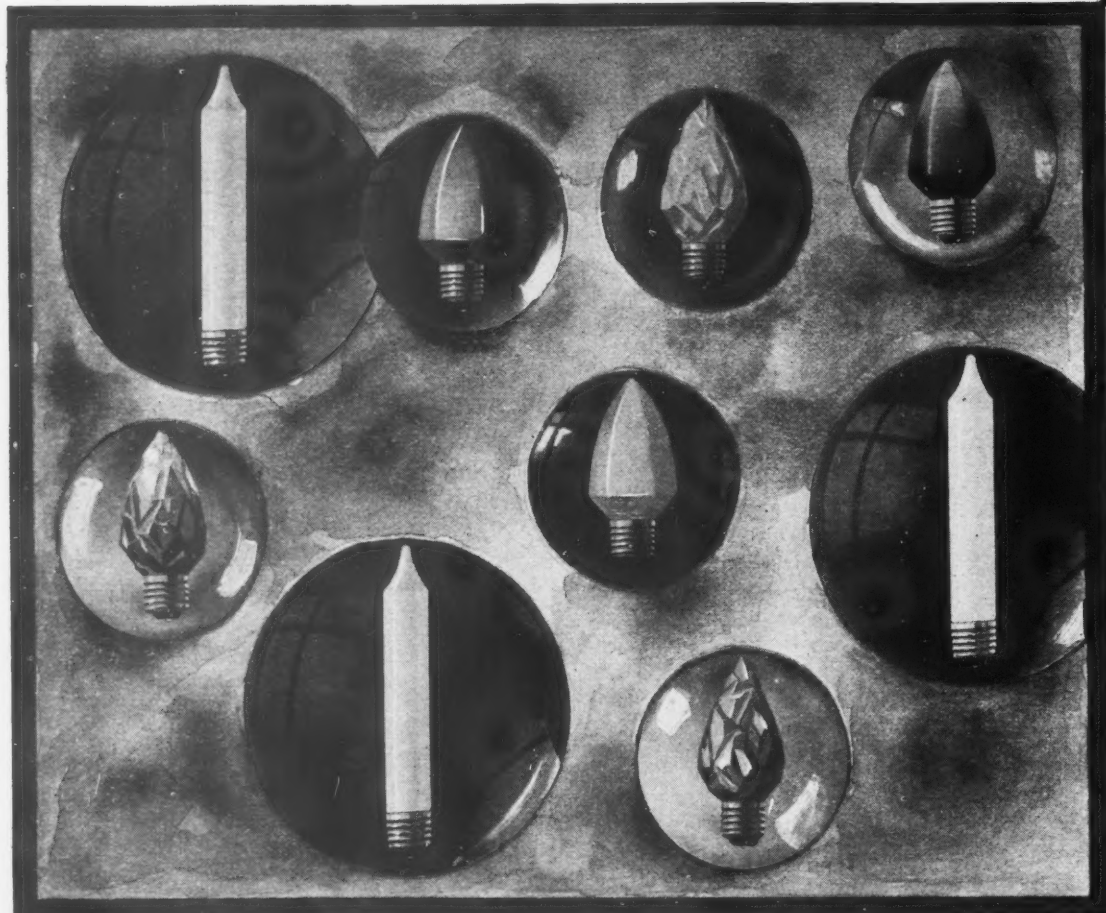
Name

Address

City

State

The Question is STYLE LAMPS



And the Answer is -- SALES

EDISON MAZDA* Style Lamps open a market for the Edison MAZDA Lamp Agent that is new, big, and profitable. Every home, every theatre, every restaurant, every store, is a prospective customer for Edison

*MAZDA—the mark of a research service

MAZDA Style Lamps. ♦ ♦ Capitalize this market! Display Style Lamps in your window and on your counters; ask your customers to buy. The result will be a sizable profit. That's what you're after. ♦ ♦ ♦ ♦

EDISON MAZDA LAMPS
GENERAL  ELECTRIC

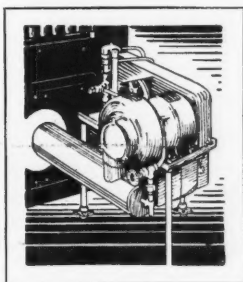
CREATING MORE INTEREST BY CREATING

More Sales...

THERE may be better ways of getting a man interested in a proposition than by showing him how to *make money*, but they don't occur to us at the moment . . . Which no doubt accounts for the fact that prospective oil burner dealers the country over are showing an ever-increasing interest in the QUIET MAY franchise . . . Here is a franchise which opens the way to *more* sales opportunities—*more* profit possibilities—than any other in the field today. Giving the dealer every advantage of powerful selling and advertising cooperation, it offers also the

QUIET MAY PROFIT SHARING PLAN

Thru this unique plan, QUIET MAY dealers in local territories are enabled to add to their own earnings *extra profits* from the world-wide business of the May Oil Burner Corporation . . . The whole story is an interesting one—the coupon below will bring you the facts.



MAY OIL BURNER CORPORATION, BALTIMORE, MD.

MAY OIL BURNER CORPORATION
Dept. B-6, Baltimore, Md.

If your dealer proposition is half as interesting as it sounds, I'd like to know more about it.

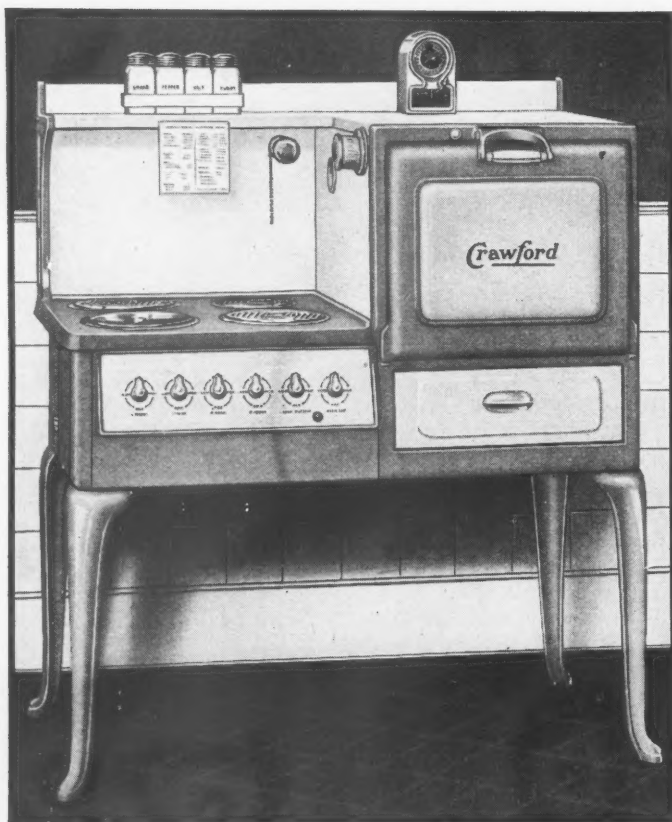
Name.....

Address.....

City.....State.....

MODERN RANGES

FOR MODERN KITCHENS



CRAWFORD Electric Ranges are in harmony with the requirements of profitable merchandising. Crawford has more than quality to offer — more even than its consumer acceptance based on seventy-five successful years in the range business.

In the Crawford Line are ranges for every type of home, every purse, every taste. From popular-price levels up through its De Luxe models, Crawford brackets the varied cooking requirements of the American woman.

Crawford Electric Ranges are up to the minute in style, in design, and in construction. Fast ovens, high-speed surface units, embodying every refinement your customers have been taught to expect in electric cookery.

Manufactured by WALKER & PRATT MFG. CO., Boston



Distributed by
GRAYBAR ELECTRIC COMPANY
with warehouses in all principal cities

TO HELP YOU SELL • •

Comprehensive and complete is the merchandising plan promoting your Crawford Range sales. This vigorous campaign program, including newspaper advertising, display material, booklets, direct mail, over-the-counter literature — is now ready for your 1930 range activities.

Crawford

ELECTRIC RANGES
WATER HEATERS



TO THE BROADER OPPORTUNITIES OF LEARNING

WHEN one compares merely the physical plant and equipment of the "little old red schoolhouse" with our modern institutions of learning, one realizes what a wonderful opportunity these youngsters of today have to get "readin', 'ritin' and 'rithmetic"—how these opportunities have expanded and grown! In many of our public school systems the student may go far in his development along specialized lines. Cooking departments, for instance, equipped with the most up-to-date culinary equipment, pre-

pare the pupil efficiently for that phase of housekeeping. Laboratories of chemistry and physics, art studios, manual training and sewing divisions—these and other similar facilities afford specialized instruction, largely by virtue of electrical and mechanical devices which were undreamed of in the old school.

Electricity may justly claim a share in the development of these broader opportunities of education. And Bryant is proud of its contributions in the field of "Superior Wiring Devices."



No. 3961-BH



No. AA13

THE BRYANT ELECTRIC COMPANY^{E6}

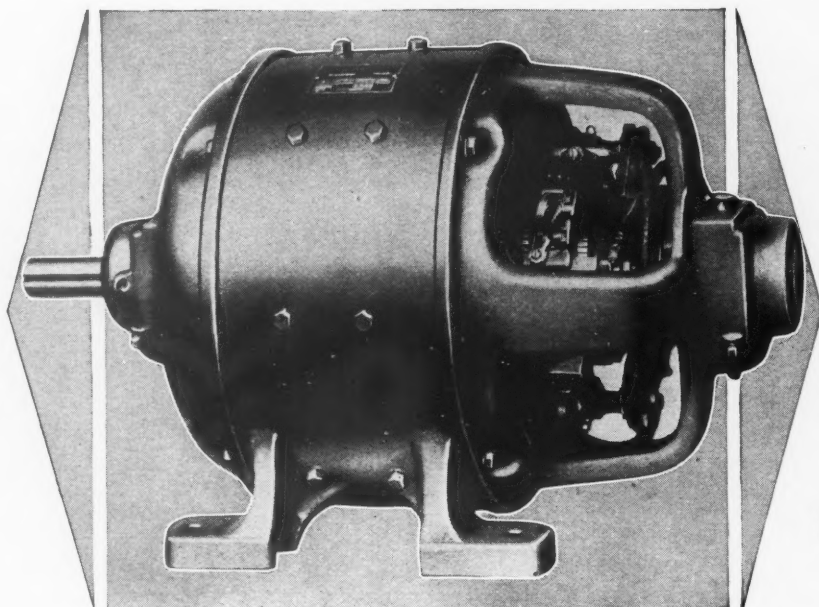
BRIDGEPORT
NEW YORK, PHILADELPHIA



CONNECTICUT, U.S.A.
CHICAGO, SAN FRANCISCO

MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1888—MANUFACTURERS OF HEMCO PRODUCTS

THEY KEEP A-RUNNING

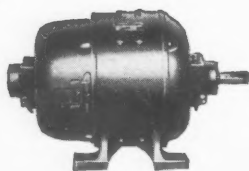


5 Horse Power
Direct-Current
Motor

DIRECT-CURRENT MOTORS

The ability of Roth Constant, Variable, and Adjustable Speed Direct-Current Motors to "Keep a-Running" has been thoroughly demonstrated during the past 35 years in practically all types of applications where direct-current is available.... Their continuous operating reliability is assured by many features of design, liberal proportions and care in construction.

The commutator—the most important part of a direct-current motor—is built of hard-drawn copper bars, insulated with amber mica between the bars, and mica V rings between the bars and the steel shell which securely clamps the bars together.... Supplied with either shunt, compound or series windings, for all commercial voltages—phosphor bronze sleeve bearings or ball bearings—open, semi-enclosed and fully enclosed ratings.... Built in standard sizes from $\frac{1}{4}$ to 100 horse power.



5 Horse Power Direct-
Current Motor, with
Enclosing Covers.

ROTH BROTHERS AND COMPANY

Division of Century Electric Company

1400 W. Adams St. Chicago, Ill.

SINGLE PHASE,
THREE PHASE,
AND DIRECT
CURRENT MOTORS

Century
MOTORS

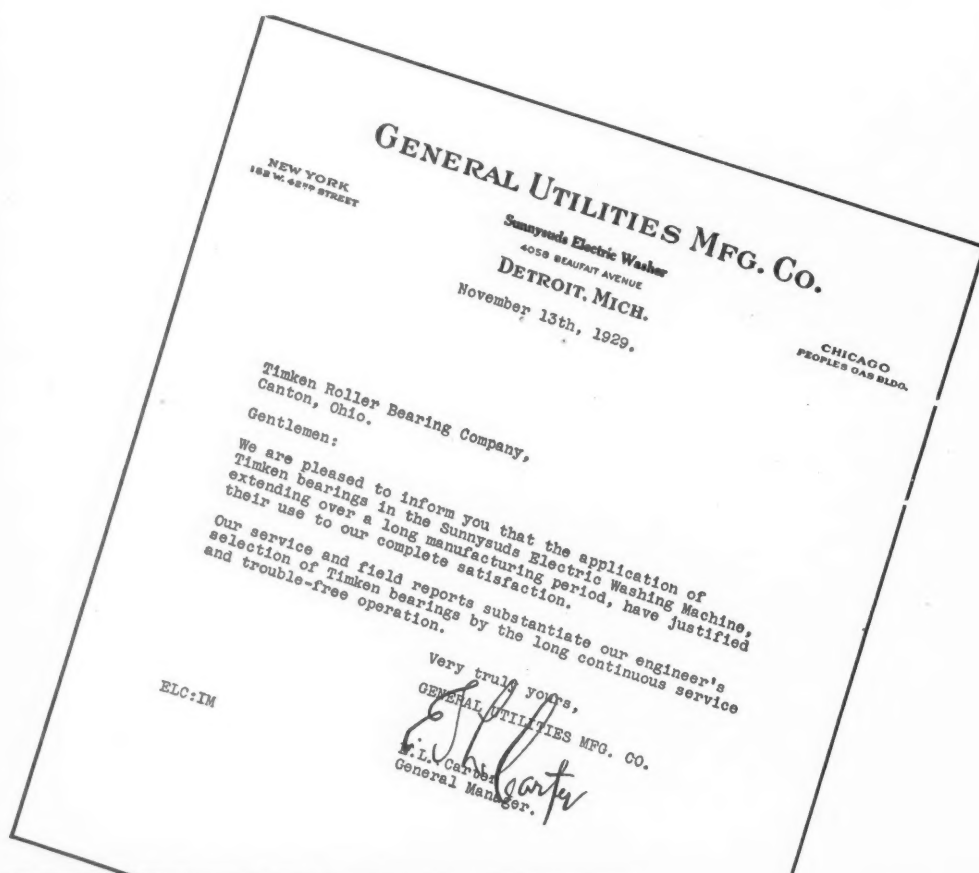
MOTOR GENERA-
TOR SETS, ROTARY
CONVERTORS, FANS
AND VENTILATORS

FOR MORE THAN 26 YEARS AT ST. LOUIS



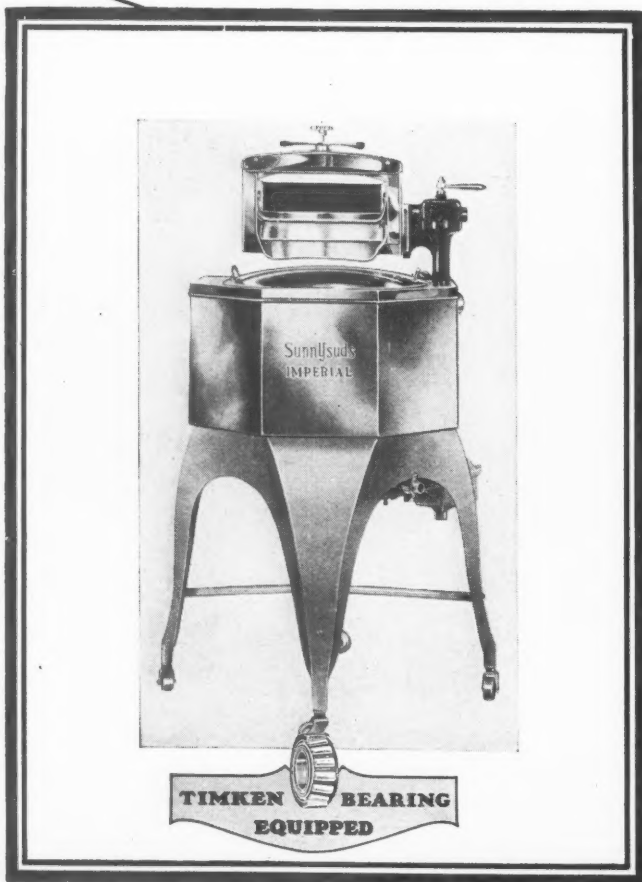
I like my Everhot Cooker because it does a wonderful job of cooking, helps keep my kitchen cool in hot weather, and carries wholesome hot meals when I go on picnics and motor trips. It always works—never gives me trouble.

The SWARTZBAUGH MFG. CO. Toledo, Ohio.



Protector of Profits

Where there are no service charges, the profits remain intact. Acting on this belief The General Utilities Mfg. Co., of Detroit, has equipped its Sunnysuds Imperial Washing Machine with Timken Bearings. Consequently, profits are protected by a combination that is impregnable; Timken tapered construction, Timken **POSITIVELY ALIGNED ROLLS** and Timken-made steel. How successful this protection is can be judged from the letter.



THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

TIMKEN Tapered Roller **BEARINGS**

NET PROFITS

*actually made by actual dealers
emphasize the value of the Silent
Automatic Franchise*



NO MODERN home appliance offers more attractive possibilities for quick sales and substantial profit than the Silent Automatic Oil Burner. The actual profit figures shown here were made last year by Silent Automatic dealers. Naturally, these are above the average, but they emphatically demonstrate what can be done by good management and hard work—and there is nothing about these accomplishments which cannot be duplicated by any alert and progressive business man.

Silent Automatic dealers today can meet any requirement for oil heat with a *line* of oil burners—identical in quality and operating principle, but varying in capacity and price to meet any heating situation and almost any pocketbook. And the Silent Automatic franchise brings with it not only unusually complete merchandising cooperation, but real personal interest and factory assistance.

*Write direct to the factory
for information regarding the
desirable territory still open.*

SILENT AUTOMATIC CORPORATION
12001 East Jefferson Avenue Detroit, Michigan

SILENT AUTOMATIC
(285)  **THE NOISELESS OIL BURNER**

THE ENORMOUS PRESTIGE

~ of the General Electric
name



.... to serve better the electrical needs of America

WHEN you buy merchandise for resale, you buy more than time and material. You buy consumer acceptance ... for you know how quickly the public accepts and demands good merchandise that is well advertised.

The General Electric Monogram on electrical material is a symbol of research and a mark of electrical quality and dependability—the Initials of a Friend. Every year more than a billion advertisements tell the American people of the usefulness of General Electric products and *add to the growing prestige of the General Electric name.*

You benefit from this enormous prestige. Your customers accept General Electric merchandise without question. Their faith in the worth of the product enables you to make sales more quickly—at a saving in effort, time and overhead.

The General Electric Supply Corporation, with more than 80 wholesale warehouses, strategically located throughout the United States, makes the complete line of General Electric merchandise *immediately available* to you. All communities are supplied within a few hours—many are reached in minutes. Thus the General Electric Supply Corporation keeps pace with the growing prestige of the General Electric name. When you have an electrical need—*write!*

Join us in the General Electric Hour, broadcast every Saturday evening at 8 o'clock, Eastern Standard Time, over a nation-wide N. B. C. network.

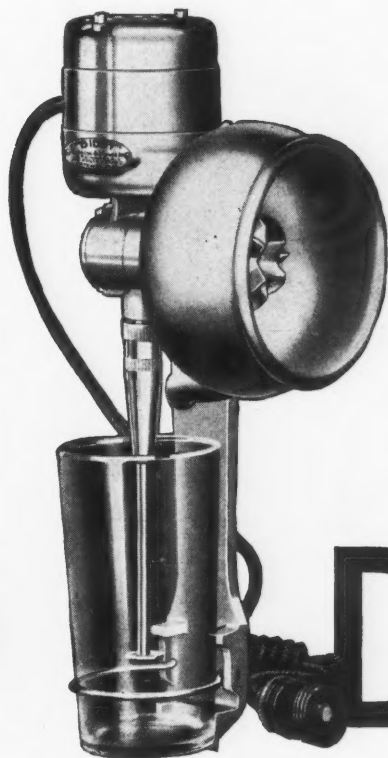
GENERAL  ELECTRIC

SUPPLY CORPORATION

GENERAL OFFICES

BRIDGEPORT, CONNECTICUT

BIDDY
\$14.95
RETAIL



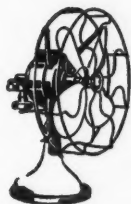
B I D D Y

FILLS A LONG FELT NEED AT A POPULAR PRICE



THE R & M 60

The modern electric fan for 1930 homes and offices. Rich bronze or sage green finish. The year's best seller.
\$14.00 Retail



Biddy is a kitchen convenience women have wanted for years—a tidy little electric servant that performs a dozen different tasks faster and better. Biddy not only extracts fruit juice, it beats eggs . . whips cream . . mixes salad dressing, etc. Biddy's many uses, its stainless finish, convenient wall bracket mounting and sturdy lifetime construction attract buyers. Its sensible price clinches the sale.

National advertising is creating hundreds of local Biddy prospects for you. Display Biddy and "she" will sell herself—and make you a sweet profit. There's no competition—Biddy is the only double duty device of the kind on the market.

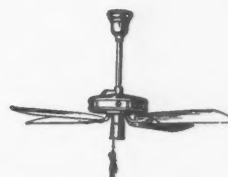
*P. S. — Hot weather's here — you need more
R & M Fans, both desk and oscillating types.*

ROBBINS & MYERS, INC.
Springfield, O. Brantford, Ont.



PORTABLE
WALL FAN

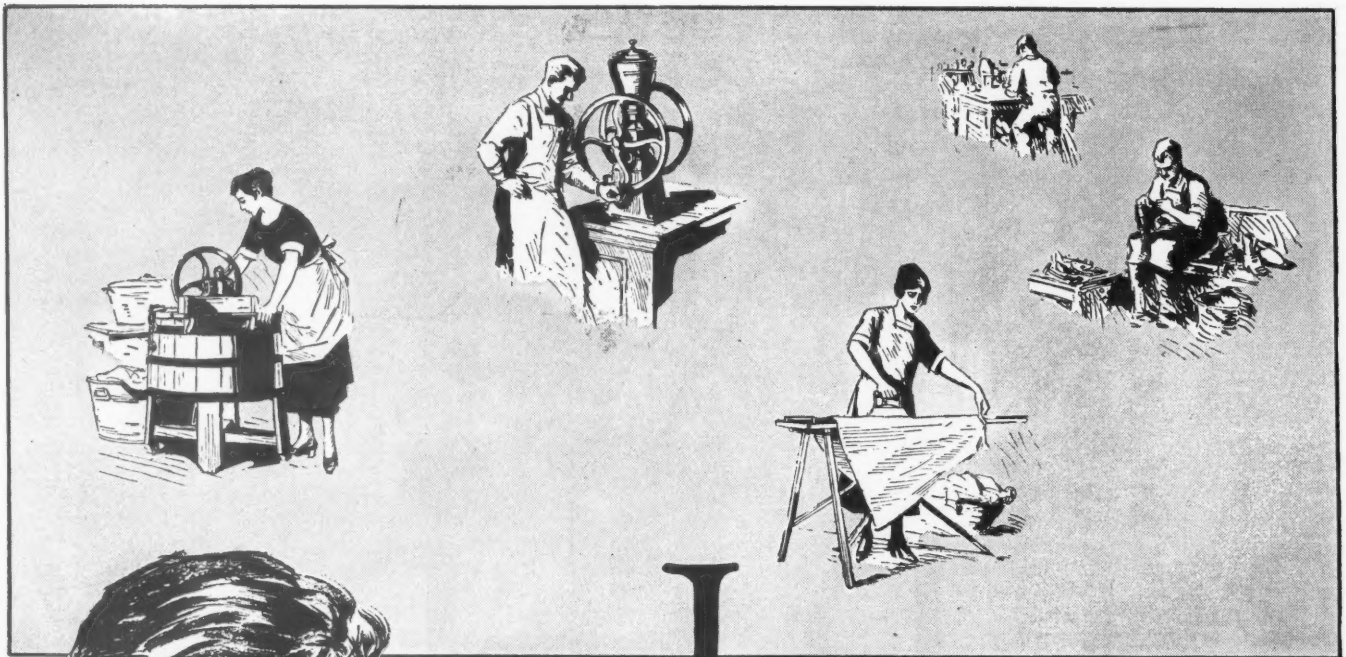
A handy little fan specially designed for cooling and ventilating home kitchens. 8" blades. Fits in the Biddy bracket...
\$7.50 Retail



Robbins & Myers

Fans and Motors

HAND AND ELECTRIC HOISTS AND CRANES

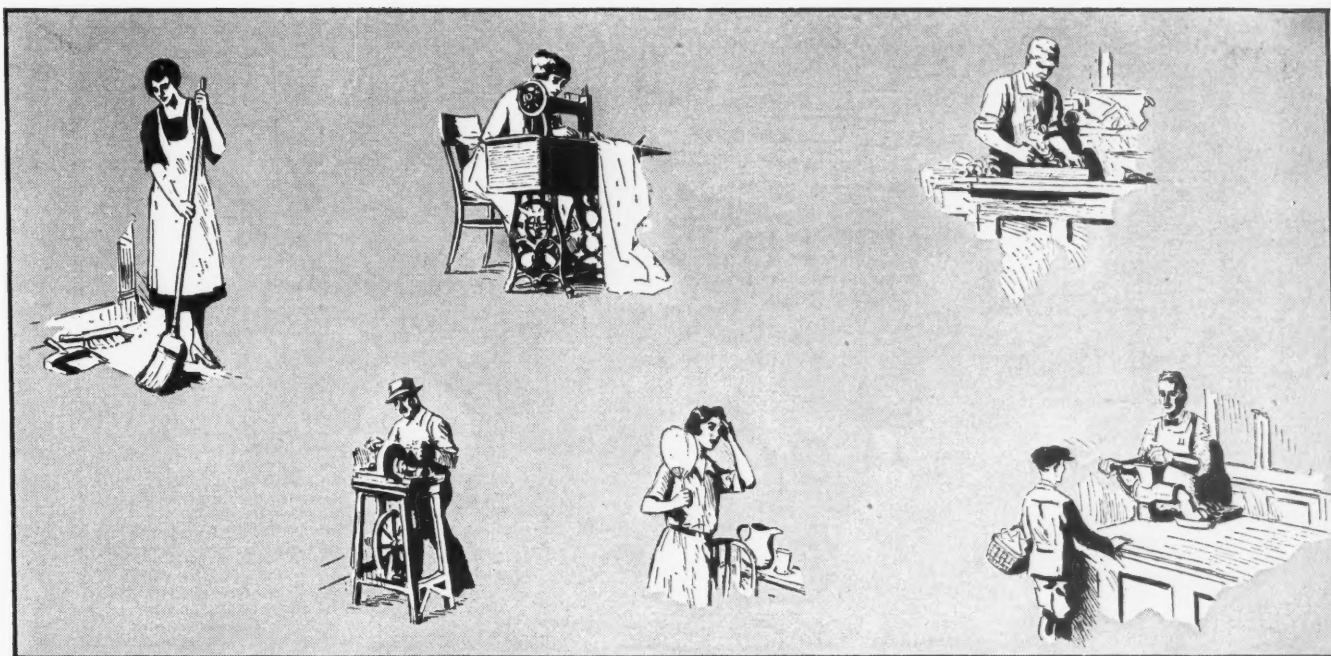


I NDUSTRY'S



We cordially invite anyone interested in the manufacture or sale of fractional horsepower motor appliances to inspect personally our factory and facilities.

S M A L L M O T O R M A N U F A C T U R E , , ,



BIGGEST "LITTLE THING"

Gone are the mazes of shafts and belts that made jungles of our factories. Gone is the day of hand-power that turned homes into workhouses and manufacturing plants into sweatshops.

Individual electric motors, fractional horsepower motors, have become the biggest "little thing" in business. They are speeding up processes, cutting costs, increasing output, banishing household drudgery. They are extending their benefits of time and labor-saving to added millions every year.

The part Domestic has played in the evolution of labor from the hand to the electrical machine has brought it the distinction of being the world's largest manufacturer of individually designed and built fractional horsepower motors.

Manufacturers in the commercial, household and industrial field will find that Domestic will work with them on their problems of appliance design, manufacture and marketing like a department in their own businesses. They will find it especially profitable to consult with Domestic engineers when introducing new electric-powered appliances and devices, turning old applications to new uses, seeking to overcome service troubles and cut production costs.

THE DOMESTIC ELECTRIC COMPANY
KENT, OHIO

Courtesy Office—967 Union Trust Bldg., Cleveland, Ohio



(173)

A P P L I A N C E A D V I S O R Y E N G I N E E R I N G



Smooth as Silk...

This *NEW* Monel Metal Thor
treats your fine things gently



Your delicate underthings—your fine table
linens—your most precious things—deserve
the protection that only a Monel Metal
Washer can give.

At right: Photograph of the Monel Metal
Thor De Luxe Agitator Washer manufac-
tured and distributed by Harley Machine
Co., Chicago, Ill.

THE INTERNATIONAL NICKEL COMPANY, INC.
71 WALL STREET NEW YORK, N. Y.



Monel Metal is a technically con-
trolled Nickel-copper alloy of high
tensile strength. It is malleable, ductile,
resistant to corrosion, and retains its
strength at high temperatures. The name "Monel Metal"
is a registered trade mark.

MONEL METAL
MODERN AT TOMORROW

YOU'VE always wanted a washer like this!
You've always wanted an improved ma-
chine that would treat your finest garments
with infinite care...a trustworthily servant
waiting to work faithfully for a lifetime.

This Monel Metal Thor De Luxe Washer
marks a far-reaching improvement in modern
washing machines. Lustrous Monel Metal sur-
faces...forever free from roughness or sur-
face imperfections that might harm delicate
threads...silvery Monel Metal that can never
stain or spot the wash...make the New Thor
appeal to anyone who appreciates lasting
beauty...lifetime protection...utmost quality.

Monel Metal, you know, is the solid Nickel-
copper alloy that will not rust. It stays bright
and clean—always. It has no coating to chip,
crack or wear off. It resists the corrosive
action of soaps and washing compounds. Its
steel-like strength withstands years of hard
use...Monel Metal is a lifetime metal.

Right now, make an appointment with
yourself to go to your dealer and see the beau-
tiful new Monel Metal Washer. If you would
like to receive additional information about
Monel Metal washing machines, write today.

THE INTERNATIONAL NICKEL COMPANY, INC.
71 WALL STREET, NEW YORK, N. Y.

Customers: Please send no further information than Monel Metal
washing machines and other household equipment.

Name _____

Address _____

City _____

State _____

U.S.A. 1-1048

She'll stop
at this page

and she'll STOP....at your STORE

THIS striking color page, which appears
in the April 19th issue of The Saturday
Evening Post and the May issue of Good
Housekeeping, is only one part of a consistent,
hard-hitting national advertising program that
broadcasts the story of Monel Metal to more than
5,000,000 families. To millions of housewives
this campaign is bringing news of Monel Metal's
remarkable home-beautifying and labor-saving
properties—its complete immunity to rust, its
corrosion-resistance, its steel-like strength and
its permanent attractiveness and convenience!

Above all, Monel Metal advertising is build-
ing country-wide good will for products
(washing machines particularly) which offer
the unique advantages of this silvery material.
You can take advantage of this double-edged
opportunity for multiplying sales by stock-
ing and displaying and pushing washing ma-
chines and other household equipment made
of Monel Metal.

Ask the manufacturers, whose products you
sell, about Monel Metal equipment—or write
us for full details and Monel Metal samples.

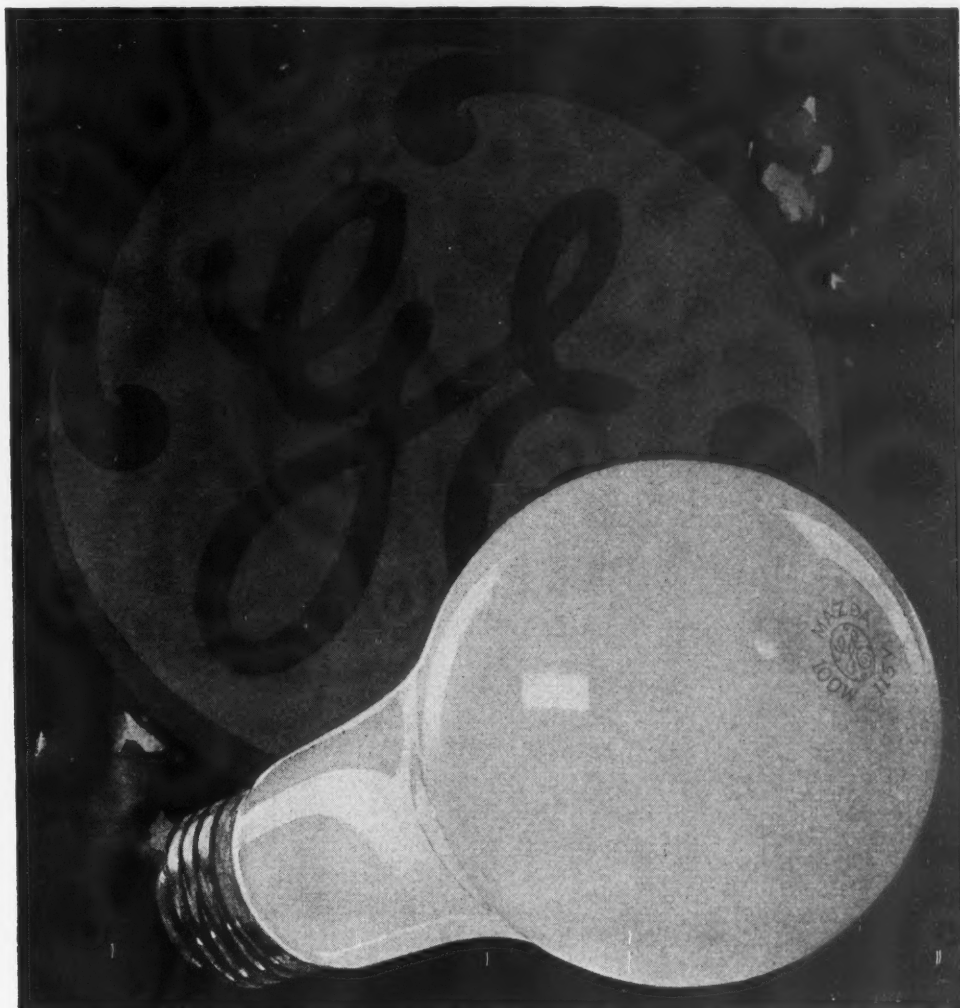


MONEL METAL

Monel Metal is a technically
controlled Nickel-copper alloy
of high Nickel content. It is
mined, smelted, refined, rolled
and marketed solely by The
International Nickel Company.
The name "Monel Metal" is
a registered trade mark.

THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.

... MAZDA . . NOT THE NAME OF A THING BUT THE MARK OF A RESEARCH SERVICE



THE INITIALS OF A FRIEND

WHEREVER the electrical industry has extended its domain and its services, there the G-E monogram is accepted as the initials of a tried and trusted friend.

There, likewise, General Electric MAZDA lamps are welcomed as the friend of light and cheer, the enemy of gloom and glare.

The incandescent electric lamp, now in its 51st year, has been more than a friend to the electrical industry....it is the very foundation upon which the electrical trade rests, from power to appliances.

Stepping Ahead in tune with the times, General Electric MAZDA lamps now serve their trade and their public as never before.

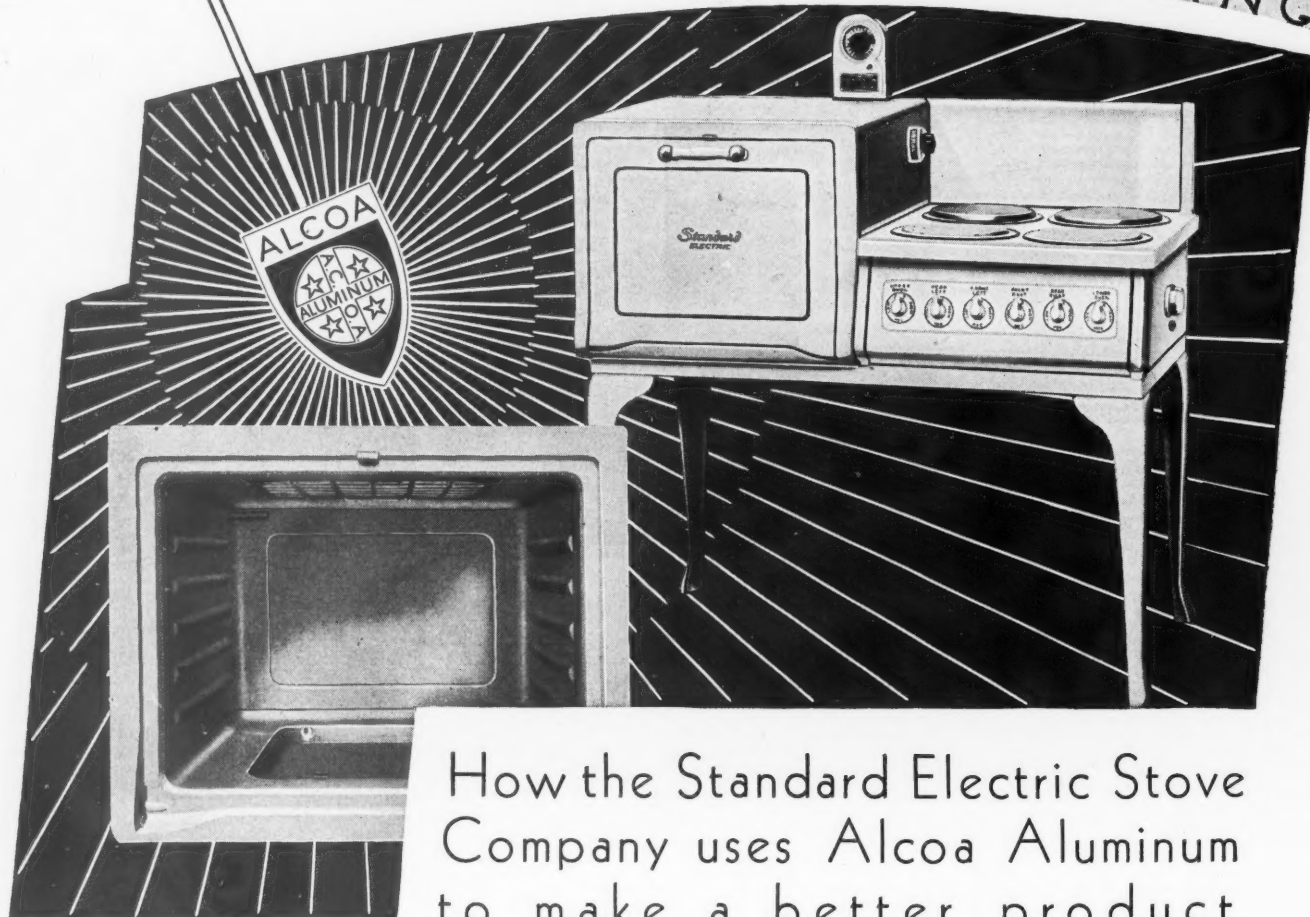
You know the Step-Ahead lamps featured in our 1930 merchandising campaign—the 100 watt inside-frosted, the 150 watt daylight, the flametint, and other decorative types—and their load-building, profit-sharing, service-rendering function. You know the potentialities of Colorama, the new three-dimension lighting. You know the promise of incandescent sunlight, just entering the field. And thus we move forward.

General Electric MAZDA lamps salute the industry in which they are so vitally a factor. And, saluting, they step ahead. National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.

Join us in the General Electric Hour, broadcast every Saturday evening over a nation-wide N. B. C. network.

GENERAL ELECTRIC
MAZDA  LAMPS

YOUR SERVANT
IN MANUFACTURING AND SELLING



How the Standard Electric Stove Company uses Alcoa Aluminum to make a better product

By using Alcoa Aluminum to line its ovens, and by using recessed burners, the Standard Stove Company is able to produce an oven that will heat more quickly, bake more evenly—use less wattage than any other type of oven.

Every inch of oven space is made to work—there is no waste. The Alcoa Aluminum lining cannot rust—it can be easily washed and cleaned—it stays bright. Thus, by the use of Alcoa Aluminum, the Standard Company has both improved its product and provided it with selling advantages that the housewife is quick to see and recognize.

Because Alcoa Aluminum Alloys combine great strength with extreme lightness, excellent heat conductivity and resistance to corrosion, their use means that they improve both the performance and salability of every electrical appliance you sell.

The advantages of Alcoa Aluminum and its light, strong alloys are being advertised to women—the buyers of electrical appliances. Let this advertising help speed your sales. Line up with the manufacturers whose products are made wholly or in part of Alcoa Aluminum. Then tell your customers where Alcoa Aluminum is used in your electrical appliances and watch sales grow.

ALUMINUM COMPANY of AMERICA; 2460 Oliver Building, PITTSBURGH, PA.

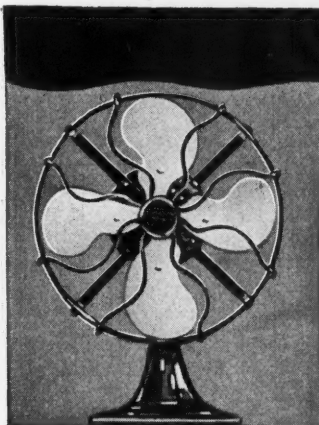
ALCOA ALUMINUM



In JUNE You Need FANS

Quickly

THERE'S AN
EMERSON DISTRIBUTOR NEAR YOU



Akron, Ohio
The Sacks Electrical Supply Co.

Albany, Ga.
Albany Hdw. & Mill Supply Co.

Albany, N. Y.
Albany Hardware & Iron Co.
Esco Electric Supply Co.

Albuquerque, N. M.
Chas. Ilfeld Co.

Allentown, Pa.
Elliott-Lewis Electrical Co., Inc.

Amarillo, Texas
Nunn Electric Co.

Anderson, Ind.
Triangle Wholesale Electric Co.

Atlanta, Ga.
Capital Electric Co.
Peaslee-Gaulbert Co. of Ga., Inc.

Baltimore, Md.
Lee Electric Co.

Beaumont, Texas
Neches Electric Co.

Binghamton, N. Y.
Crocker & Ogden Co.
Southern N. Y. Elec. Supply Corp.

Birmingham, Ala.
Wimberly & Thomas Hdw. Co., Inc.

Bloomington, Pa.
E. R. Beers Electric Co.

Boston, Mass.
Sager Electrical Supply Co.
George H. Wahn Co.

Brockton, Mass.
Sager Electrical Supply Co.

Brooklyn, N. Y.
Parr Electric Co., Inc.

Buffalo, N. Y.
H. I. Sackett Electric Co.

Cambridge, Mass.
Sager Electrical Supply Co.

Canton, Ohio
The Electric Sales Co.

Chattanooga, Tenn.
Motor Supply Co.

Chicago, Ill.
Manhattan Elec'l Supply Co., Inc.
Revere Electric Co.
Steiner Electric Co.

Cincinnati, Ohio
The F. D. Lawrence Electric Co.

Cleveland, Ohio
The Allen Electric Co.
Davis, Hunt, Collier Co.
Milner Electric Co.

Columbus, Ga.
Butler Brothers, Inc.

Columbus, Ohio
Gordon Bros. Co.
Smith Bros. Hardware Co.

Dallas, Texas
The Electric Specialty Co.
Smith-Perry Electric Co.

Davenport, Iowa
Republic Electric Co.

Denver, Colo.
The New England Electric Co.

Des Moines, Iowa
Brown-Camp Hardware Co.
Electric Supply Co.

Detroit, Mich.
McNaughton-McKay Electric Co.
Miller-Seldon Electric Co.

Duluth, Minn.
Marshall-Wells Co.

Elmira, N. Y.
Southern N. Y. Elec. Supply Co.

El Paso, Texas
Zork Hardware Co.

Evansville, Ind.
Boetticher-Kellogg Co.

Fort Smith, Ark.
Atkinson-Williams Hdw. Co.

Fort Worth, Texas
Miller Electric Co., Inc.

Hagerstown, Md.
Schindel, Rohrer & Co., Inc.

Harrisburg, Pa.
Dauphin Electrical Supplies Co.
Elliott-Lewis Electrical Co., Inc.

Hartford, Conn.
The Hartford Elec. Supply Co.

Hastings, Nebr.
W. M. Dutton & Sons Co.

Holyoke, Mass.
The Roland T. Oakes Co.

Houston, Texas
Roberts Empire Electric Co.

Indianapolis, Ind.
Meier Electric & Machine Co.

Jacksonville, Fla.
Perdue Office Furniture Co.

Jersey City, N. J.
Parr Electric Co., Inc.

Joplin, Mo.
Glasco Electric Co.

Kansas City, Mo.
Glasco Electric Co.
Missouri Valley Electric Co.

La Crosse, Wis.
W. A. Roosevelt Co.

Lancaster, Ohio
Gordon Bros. Co.

Lincoln, Nebr.
Enterprise Electric Co.

Little Rock, Ark.
Treadway Electric Co.

Los Angeles, Calif.
California Hardware Co.
The Electric Corporation

Louisville, Ky.
Peaslee-Gaulbert Corporation, Inc.

Lowell, Mass.
Frank P. McCartin Co.

Lynn, Mass.
Sager Electrical Supply Co.

Manchester, N. H.
Granite State Elec. Supply Co.

Mansfield, Ohio
The Hartman-Spreng Co.

Memphis, Tenn.
Dawkins Electric Co.

Miami, Fla.
Robertson Supply Co., Inc.

Minneapolis, Minn.
Northland Electric Supply Co.

Montgomery, Ala.
Johnson Tire and Supply Co.

Muncie, Ind.
Triangle Wholesale Electric Co.

Nashville, Tenn.
Anderson's, Inc.

Newark, N. J.
Parr Electric Co., Inc.
Venino Bros. & Co.

New Orleans, La.
Electric Appliance Co.
Interstate Electric Co.

New York, N. Y.
Crannell, Nugent & Kranzer, Inc.
Parr Electric Co., Inc.

Norfolk, Va.
Woodhouse Electric Co., Inc.

Oakland, Calif.
The Electric Corporation

Oklahoma City, Okla.
Cook Electric Supply Co.
Oklahoma City Hardware Co.

Omaha, Nebr.
Granden Electric Co.
Paxton and Gallagher Co.

Orlando, Fla.
Robertson Supply Co., Inc.

Philadelphia, Pa.
Elliott-Lewis Electrical Co., Inc.

Phoenix, Ariz.
Arizona Hardware Supply Co.

Pittsburgh, Pa.
W. T. McCullough Electric Co.

Portland, Maine
Frank M. Brown Co.

Portland, Ore.
The Electric Corporation
Marshall-Wells Co.

Poughkeepsie, N. Y.
Electra Lighting Fixt. & Sup. Co.

Providence, R. I.
City Hall Hardware Co.

Quincy, Ill.
Gem City Electric Co.

Quincy, Mass.
Sager Electrical Supply Co.

Raleigh, N. C.
Doubleday-Hill Electric Co.

Reno, Nevada
J. R. Bradley Co.

Rockford, Ill.
Rock River Electric Co.

St. Joseph, Mo.
American Electric Co.

St. Louis, Mo.
Brown-Hall Supply Co.
Glasco Electric Co.
Manhattan Elec'l Supply Co., Inc.
Shapleigh Hardware Co.

St. Paul, Minn.
Electric Supply Co., Inc.

Salem, Mass.
Sager Electrical Supply Co.

San Antonio, Texas
Southern Equipment Co.

San Diego, Calif.
San Diego Standard Elec. Corp.

San Francisco, Calif.
Baker, Hamilton & Pacific Co.
The Electric Corporation

Savannah, Ga.
American Specialty & Import Co.

Seattle, Wash.
The Electric Corporation
Marshall-Wells Company

Shreveport, La.
Interstate Elec. Co. of Shreveport, Inc.

Sioux Falls, S. D.
Tri-State Electric Co.

Spokane, Wash.
Marshall-Wells Co.

Springfield, Ill.
United States Electric Co.

Springfield, Mass.
Hamden Electric Supply Co.
Sager Electrical Supply Co.

Syracuse, N. Y.
A. M. Little Co.

Terre Haute, Ind.
Kester Electric Co.

Toledo, Ohio
The Toledo Electric Sales Co.

Tucson, Ariz.
Albert Steinfeld & Co.

Tulsa, Okla.
Electric Supply Co.

Waco, Texas
Waco Electrical Supply Co.

Washington, D. C.
Doubleday-Hill Electric Co.

Wheeling, W. Va.
The Front Co.

Wichita, Kan.
American Electric Co.

Wichita Falls, Texas
Nunn Electric Co.

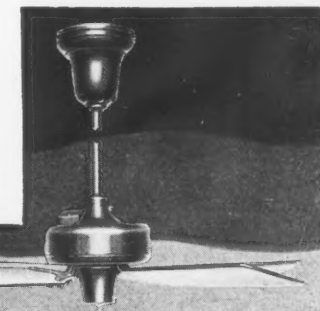
Wilkes-Barre, Pa.
Bunnell-Stevens Co., Inc.

Winston-Salem, N. C.
Lambeth Electric Supply Co.

Worcester, Mass.
Sager Electrical Supply Co.

Youngstown, Ohio
The Hood Electric Co.

THE EMERSON ELEC. MFG. CO.
2018 Washington Ave., Saint Louis
806 W. Washington Blvd., Chicago
155 Sixth Avenue, New York City

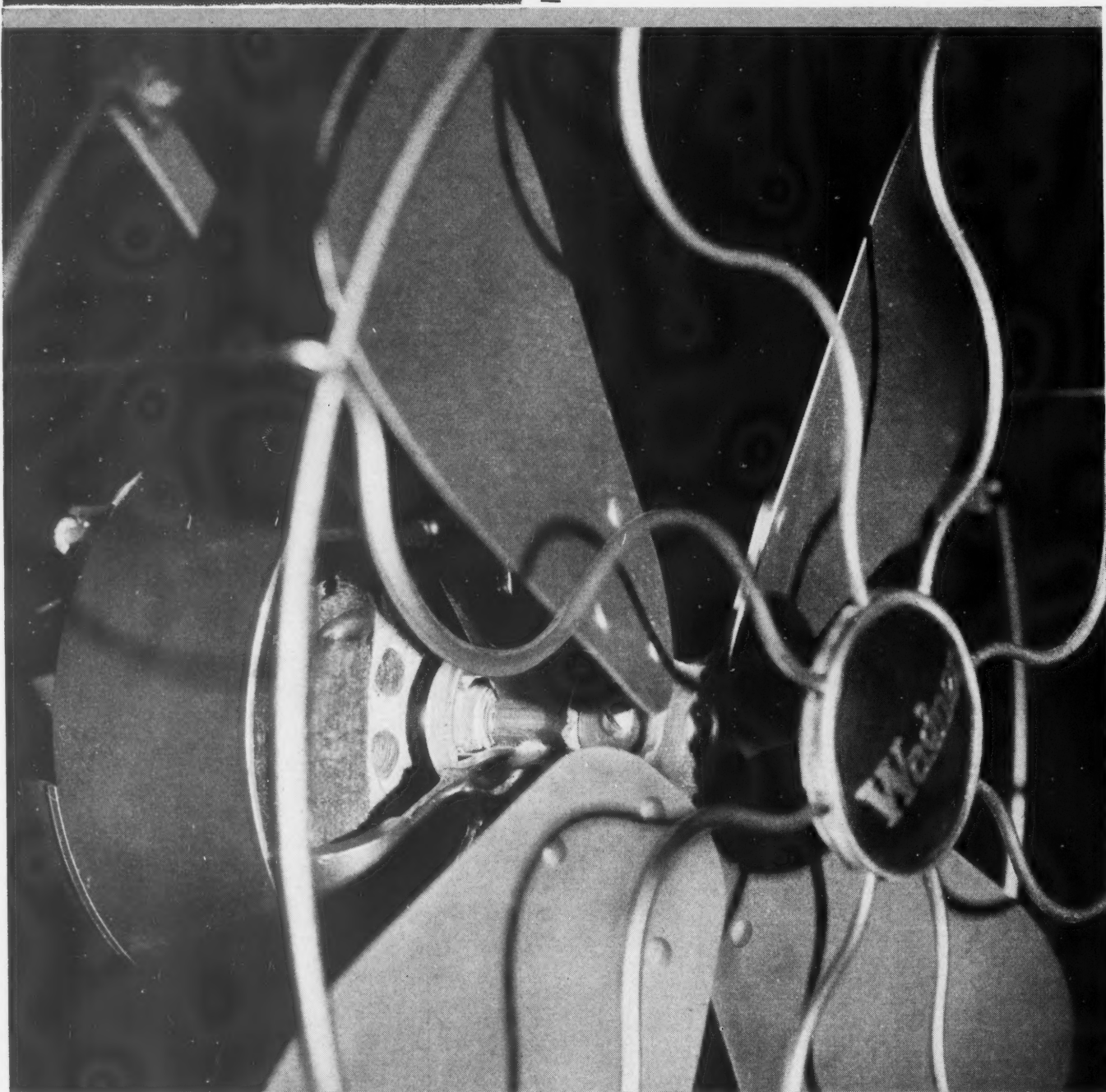


EMERSON FANS

with the
5 Year Guarantee

New Models New Performance

- ⊗ The front-end bearing of the new Wagner Fan, shown cut
- ▲ away in the illustration, is extra long, built with an oil
- ⊗ deflecting guard, and lubricated from a wool-yarn
- ▲ packed reservoir. New construction details such as these
- ⊗ characterize every part of the new Wagner Fan
- ▲ motor. Wagner Motor performance will help you sell fans.



Wagner,
Quality

⊗ New prices, new models and new sales helps for 1930.

▲ Ask for details

⊗ **WAGNER ELECTRIC CORPORATION**

▲ 6400 Plymouth Ave., St. Louis

⊗ Sales and Service in 25 Principal Cities

⊗ **PRODUCTS . . . FANS . . . DESK . . . WALL . . . CEILING**
 ▲ **TRANSFORMERS . . . POWER . . . DISTRIBUTION . . . INSTRUMENT**
 ▲ **MOTORS . . . SINGLE-PHASE . . . POLYPHASE . . . DIRECT CURRENT**

SUMMER.....and a new, cool method of cooking!



..In and Over Oven **DRAWER** ELECTRIC **Bak-O-Grill**

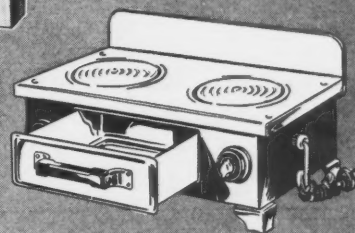
TOASTS, bakes and grills in oven drawer. Fries and boils on top burners. Concentrated electric heat — and cool kitchens all the year round. Every home, apartment, and summer cottage an ideal prospect because Bak-O-Grill is the first and only electric appliance having ample capacity for all quick cooking needs which sells for a price that attracts and appeals to the average housewife — \$23.50 (slightly more west of Rocky Mts.)

Bak-O-Grill is not only new but a cooler, quicker, easier way to cook — most anything, everything from toast, bacon and eggs for hurry-up breakfasts — coffee and sandwiches after the bridge game — to steaks, chops, chickens, biscuits and vegetables for delicious after theatre suppers.

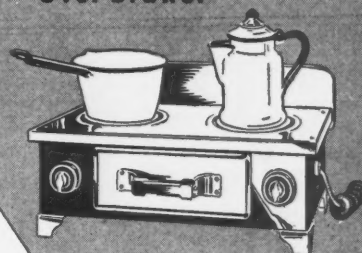
It plugs in any wall outlet. Supplies simmering to intense heat. Sufficient capacity for family and guests. Chromium finish. So convenient and economical that Bak-O-Grill has become an immediate leader — another Nesco success.

Complete merchandising helps and very liberal discounts.

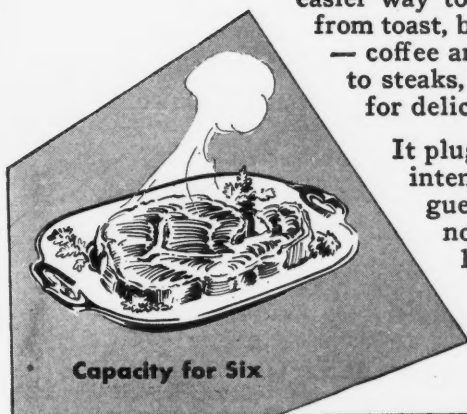
NATIONAL ENAMELING & STAMPING CO., INC.
29 TWELFTH STREET MILWAUKEE



Surface Plates
Over Drawer



Complete Oven
In Drawer



Capacity for Six

A New NESCO Leader

BOOST

vacation sales with

BRIGHT STAR

Supreme in  *Every Test*

FLASHLIGHTS



EVERYBODY going on vacation needs a Bright Star Flashlight ...and there's a Bright Star Flashlight for every use you can think of ... for motorists, campers, Boy Scouts, Girl Scouts, hikers, canoeists ... everyone who loves the outdoors ... the compact Junior, for handbag or dresser drawer; the Focusing Spotlight and the Long Range Searchlight, for anywhere outdoors; the General Utility, for anywhere around the house; and the chic, tasteful Baby ... all finished in the mode of the moment ... in gleaming red, green, black!

These superlative Bright Star Flashlights come to you in attractive, colorful display cartons that reach out for the customer's attention ... and compel sales!

Arrange for your stock NOW ... before the vacation season gets into full swing ... let Bright Star Flashlights do their part in making this the most profitable season you've ever had.

And don't forget to order plenty of Bright Star Flashlight Cells ... they fit flashlights of *all* makes ... they last *longer* ... because they're built *better*! Get in touch with your jobber *today* ... Ask for the new illustrated catalog of Bright Star Flashlights.

SEND FOR YOUR "VACATION POSTER" ... JUST OFF THE PRESS

BRIGHT STAR BATTERY COMPANY

CHICAGO

HOBOKEN, N. J.

SAN FRANCISCO



TWENTY-ONE YEARS BUILDING THE QUALITY LINE

IT'S WISE TO CHOOSE A SIX



... and the Chevrolet six-cylinder truck costs no more for gas, oil or upkeep

In the low-price commercial car field, the swing to six-cylinder trucks is growing steadily more impressive every day.

For leading firms in every line of business are rapidly learning the facts about Chevrolet performance—that it offers all the advantages of six-cylinder power, six-cylinder speed, six-cylinder flexibility *without costing a dollar more for operation or upkeep!*

No other truck of similar capacity gives any better gas and oil mileage. For Chevrolet offers such modern features of efficiency as overhead valves, crankcase ventilation, a hot-spot manifold, and the latest type carburetion.

No other costs less for upkeep. For Chevrolet's big rugged spiral-bevel-gear rear axle—its sturdy full-length frame—and the six-cylinder engine

itself, with its marked absence of destructive vibration—all make for greater dependability, and lower maintenance costs.

No other costs less for service! For Chevrolet flat-rate service charges on many operations are the lowest in the entire motor car industry.

If you are interested in getting top efficiency from your trucking equipment—and cutting mileage costs as well—see your nearest Chevrolet dealer. Investigate Chevrolet's 50-horsepower six-cylinder engine—its four long semi-elliptic springs—its time-proved 4-speed transmission—its generous carrying capacity. Consider how much better this modern *truck* can do your work—how much *faster, easier, more economically!* And be sure to learn about the small down payment and easy G. M. A. C. terms available to every buyer of a Chevrolet truck.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

Sedan	\$595	Light Delivery	\$365	1½ Ton	\$520	1½ Ton Chassis	\$625	Roadster Delivery	\$440
Delivery		Chassis		Chassis.		with Cab . . .		Pick-up box extra .	

All prices f. o. b. factory, Flint, Michigan

CHEVROLET SIX-CYLINDER TRUCKS

Building profits with **SUNSHINE** . . . from the New

GENERAL ELECTRIC **SUNLIGHT** (TYPE S-1) **LAMP**



Type S-1 Lamp

THE Type S-1 Lamp consists of a "V" shaped tungsten filament, two tungsten electrodes, and a pool of free mercury enclosed in a bulb of special glass.

When the current is turned on, the filament is heated immediately to incandescence. A portion of the mercury vaporizes and an arc is formed between the electrodes. The light emitted is filtered by the special glass which transmits the most desirable ultra-violet rays to you.

The Type S-1 bulb will not fit the ordinary lamp socket. It can operate on 105-120 volt, 60-cycle alternating current, with transformer; and must be used only in special equipment, such as that made by G. E. and other manufacturers. Lamp and transformer draw approximately 400 watts.

THE new G. E. Sunlight (Type S-1) Lamp offers you a new and fertile opportunity for securing excellent cash profits.

For the Type S-1 Lamp is the first generator of health-maintaining ultra-violet rays to be offered to the general public, which combines with an adequate supply of ultra-violet radiation, the safety, simplicity and economy of a modern MAZDA lamp.

This fact constitutes a strong selling appeal to a swiftly growing market.

Every day, the public is learning more about the benefits of ultra-violet and Vitamin D, as the discoveries of science are brought to its attention by feature articles in magazines and newspapers. This spread of information is generating intense interest which you can cash in on.

Now national advertising is going to multiply by millions these helpful impressions of health-maintaining, artificial sunshine. The story of the G. E. Sunlight (Type S-1)

Lamp is already being told in the chief medical papers to practically every physician. In a few months it will be told in an authoritative fashion to the readers of THE SATURDAY EVENING POST, NATIONAL GEOGRAPHIC, PHYSICAL CULTURE, THE PARENTS' MAGAZINE and POPULAR SCIENCE MONTHLY.

But particularly important to you is the fact that there is a generous profit on the sale of each Type S-1 Lamp. And, since health-preservation is gained by the use of the lamp, repeat business is certain to be as regular as that in ordinary MAZDA lamps.

Get the most out of this big profit-making opportunity by being ready. Order G. E. Sunlight (Type S-1) Lamps from your MAZDA lamp distributor today. Incandescent Lamp Department of the General Electric Company, Nela Park, Cleveland, Ohio.

GENERAL ELECTRIC

SUNLIGHT (TYPE S-1) **LAMP**

& Increase Your Profits *but not your overhead*

THOUSANDS of KitchenAids are in use in modern homes throughout the country—proving indispensable to the scheme of better living.

These earlier sales were made by highly trained field representatives who have been pioneering the introduction of KitchenAid



through the painstaking method of convincing demonstrations.

Owners have found KitchenAid much more than a mere mixer. It is a complete food preparer—used in the preparation of over a thousand meals a year—used more than all other electrical appliances in the home combined.

Because of its fine utility, KitchenAid today enjoys an enviable position of public acceptance.

This public acceptance has now reached a point in many territories where dealers can handle KitchenAid profitably—with a negligible increase in overhead—and with no missionary work or problems of introduction.

The factory is ready, in these territories where "the way has been prepared", to give the closest cooperation with selected dealers to make it easily possible for such dealers to establish profitable businesses.

Even in unorganized territories, we have a plan whereby dealers may cash in on KitchenAid interest and demand—and, with factory cooperation, build up a worthwhile business.

We shall be glad to send, entirely without obligation, complete descriptive matter, and to advise you of our sales plan for your community.

KitchenAid

REG. U.S. PAT. OFF.

Electrical Food Preparer for the Home

The KitchenAid Manufacturing Co.
Troy, Ohio

Subsidiary of The Hobart Manufacturing Company, long established manufacturers of electric coffee mills, meat choppers, food preparing machines, potato peelers, slicing machines, dishwashers, etc.

+ + +

More Than A "Mixer" A Complete Food Preparer, KitchenAid—

Beats
eggs (1 or 10), icings,
batters for cakes, waffles,
etc.

Whips
cream (little or much)

Mixes
dough for bread, rolls,
biscuits, pies and pastries

Strains
fruits for butters,
jellies, sauces

Sieves
vegetables for soups
and purees; pumpkin, etc.

Slices
potatoes (thick or thin)
vegetables, firm fruits

Chops
meats (cooked or raw)
nuts, raisins, figs

Freezes
ice cream, sherbets and
other frozen dainties

Grinds
coffee and cereals

Shreds and Grates
vegetables, cheese,
cocoanut, chocolate, etc.

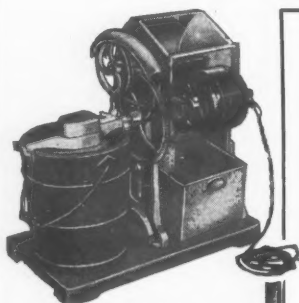
Extracts
juice from oranges,
lemons, grapefruit

Makes
mayonnaise, candies,
fruit whips, applesauce
(without paring or
coring)

Chips Ice
Shreds Cabbage
Mashes Potatoes
Creams Butter

All these things—and
many more

NOW IN DEMAND



No. 4 Combination Ice Breaker and Freezer. Capacity 3 to 6 qts. No. 4 adjustable to freezers 3 to 6 qts. No. 6, from 8 to 20 qts.



Model 8 Dandy Electric Churn. Made in five sizes—2-3-6-8 and 10 gal. Equipped with 110 A.C. or 32 volt D.C. motor.

Taylor Electric Freezers and Churns are profitable summer items for all electrical dealers.

Homes, hotels, hospitals, clubs, etc. are good prospects.

You can get this business by making a good window or sales floor display of Taylor Freezers and Churns.

Let us show you what can be done with Taylor Electric Freezers and Churns.

TAYLOR BROS. CHURN & MFG. CO.
4460-62 FINNEY AVE.
ST. LOUIS, MO.



No. 1 Electric Ice Cream Freezer. Adjustable on frame rods to various heights and sizes of freezers, 2 to 6 qts.



Reliable Electric Churn No. 6. Capacity 3 to 6 gal. Equipped with 1/10 H.P., 110 volt A.C. or 32 volt D.C. motor. Old reliable up and down dasher. Belt driven (no gears). Smooth, white double-glazed jar.

Electric Barrel Churn. Made in six sizes—10 gal., 15 gal., 20 gal., 25 gal., 35 gal. and 50 gal. A dependable churn that requires no servicing. Equipped with 110 A.C. or 32 volt D.C. motor.



**You design the appliance—
let "PERKINS"
furnish the gearing**

Regardless of your gearing problem or requirements, Perkins Engineers are ready to offer you a satisfactory solution.

This means you are at liberty to call upon data and experience collected during over 20 years of gear design and production.

Perkins Ground Thread Worms

are especially designed to function accurately throughout the life of any appliance. These, too, are produced by special thread grinding machines making possible a finished product that is right in price, precision and performance.

PERKINS MACHINE & GEAR CO.
130 Circuit Ave., Springfield, Mass.



**SEND FOR
CATALOG**

This handy catalog may save considerable time when gears must be obtained promptly.



*Ask about
NITRALLOY
GEARS*

The gears with a surface that is harder than the hardest of alloy steel! Perkins Engineers recommend them for assemblies subjected to corrosion.

Installed capacity a million and a half kilowatts



Construction now in progress will add 130,300 kilowatts of new capacity during 1930 to the generating facilities of the subsidiary and affiliated public utility companies of STANDARD GAS AND ELECTRIC COMPANY

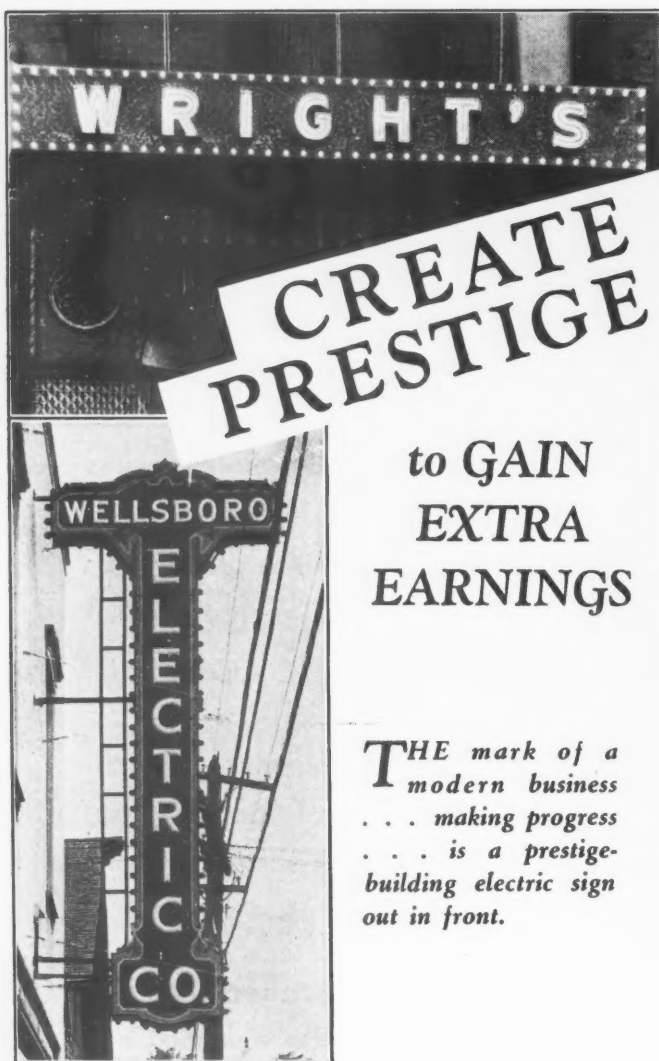
Upon completion of this work, involving, with all other construction, the investment of \$60,000,000, generating capacity of the system will total more than a million and a half kilowatts.

The necessity for keeping well ahead of the public's growing demands and the vigorous development of new business in the fields of residential, commercial, industrial and rural service, are responsible for this great increase.

Service to 1,592,188 customers—1,588 cities and towns—a population of 6,300,000—gross earnings in 1929 of \$154,198,087—these statistics partially picture the public utility system of Standard Gas and Electric Company.

BYLLESBY ENGINEERING AND MANAGEMENT CORPORATION





to GAIN
EXTRA
EARNINGS

THE mark of a
modern business
... making progress
... is a prestige-
building electric sign
out in front.

EVERY Flexlume is designed and built to reflect . . . by day as well as by night . . . the quality of merchandise and service of the business it makes prominent for blocks up and down the street. Thousands of Flexlume owners profit daily because of this policy . . . one concern recently closed a \$6500.00 order "solely on the quality impression of its Flexlume electric."

You, too, can expect new earnings from a Flexlume day-and-night electric. Whether you prefer the brilliance and color of neon tube . . . clear-cut raised glass letters, illuminated from within . . . flashing, spectacular exposed lamps . . . or modern combinations—you will find Flexlume values greater. Million-dollar financial responsibility assures dependable service.

Talk over your electric sign needs with a trained Flexlume representative in your city; or write us to submit, without obligation, color sketch of an electric to fit your exact needs. FLEXLUME CORPORATION, 1053 Military Road, Buffalo, N. Y.



NEON TUBE...
RAISED GLASS
LETTER... EXPOSED
LAMP or COMBINATIONS

SALES AND
SERVICE OFFICES
IN CHIEF CITIES OF
U. S. AND CANADA



HOTEL NEW YORKER

Eighth Avenue and Thirty-fourth Street
New York City

New Yorker Hotel Corp.
Sugarman and Berger

*Owners
Architects*

C. E. Smith

Consulting Engineer

Mack Kanner

General Contractor

Jandous Electric Equipment Co. *Electrical Contractors*

(Through Joseph Kurzon, Weber Distributor)

The newest addition to Gotham's galaxy of palatial caravansaries. ¶ Tallest hotel in the world (43 stories). ¶ Largest hotel in Manhattan (2500 rooms).

Equipped throughout with

**WEBER DEPENDABLE
WIRING DEVICES**

Henry D. Sears

General Sales Agent

80 Boylston St.

Boston, Mass.



Unit No. 951 N-2
Fixture No. 2971

A New Decorated Unit

DIRECT and SEMI-INDIRECT
LIGHT COMBINED

For Residence and Exclusive Store Lighting

A Two-Piece Unit—the Top Globe an Embossed French Modernistic Design, Ivory and Buff Tinted. The Bottom Globe is Clear Crystal in Prismatic effect, the two pieces being joined with Nickel Plated Ring.

Write for Catalog No. 35.

KOPP GLASS, INC.

General Offices and Factory, Palmer and Carrie Sts.
SWISSVALE, PA.

PRINCIPAL DISPLAY ROOMS

Dela Croix & Monroe
225 Fifth Ave.,
New York, N. Y.

R. M. Peare Co.,
Merchandise Mart,
Chicago, Ill.

D. W. Nichols,
629 Chestnut St.
Philadelphia, Pa.

W. E. Welborne,
1612 Maple Ave.,
Los Angeles, Cal.

Wilson Illuminating Co.,
186 Adelaide St.,
Toronto, Ont., Can.

Now...
in beautiful
Colors

Single
tubs,
used as a
pair, offer
the most
flexible ar-
rangement
for the
home
laundry



More than ever --- an ideal premium

Beautifully and durably finished in color, Celina Handy Portable Laundry Tubs are more than ever a perfect premium for building washer and ironer sales. Chuck-full of "eye appeal" and "use appeal" to the housewife, who quickly appreciates that these really Handy Tubs complete the home laundry equipment. May be used in any position—with any washer—readily moved—easily filled—quickly drained. An article of established merit. Tested and approved by Good Housekeeping Institute. Write Dept. M for folder—now—in anticipation of your Fall campaigns.

THE CELINA MFG. CO., Celina, Ohio

CELINA
Handy Portable Laundry Tubs

LINCOLN
ELECTRIC



Every Style
of
Electric
Clock
No
SPRINGS
BATTERIES
WINDING

Manufactured by
ELECTRIC CLOCK CORP. OF AMERICA
500 S. Throop St., Chicago

Dealers Are Making as high as 300% Sales Increases on Dormeyer Mixers HOW?

By accepting the
Dormeyer Plan of
Co-operative
Advertising



List Price
\$24.50
Denver West
\$25

It is getting business for our dealers right now, and it is 100% co-operation. We supply tested and proven ads. They go into your own newspapers. They appear over your own name. They invite women to your store to see the Dormeyer. And you get the sales.

The Dormeyer
Makes Cooking an
Art Instead of a
Drudgery

It fills a non-competitive need in an unsaturated field, for a sturdy, powerful, universal, all-purpose food mixer in compact portable form. As beautiful as silverware. Thousands of them in use. The fame of the Dormeyer has been carried into every wired home in the country. Our co-operative advertising goes one step further, and tells where to see it and buy it. Ties it right up to you.

Write for full information.

A. F. DORMEYER MFG. CO.

Dept. EM-6 2640 Greenview Ave. Chicago

The Dormeyer has the endorsement of Good Housekeeping Institute, Priscilla Proving Plant and Delineator Home Institute.

Dormeyer

Electric Food Mixer

A. F. DORMEYER MFG. CO.,
Dept. EM-6, 2640 Greenview Ave., Chicago.

- ☐ Send me sample Dormeyer Mixer at regular discount.
- ☐ Send details of your co-operative advertising plan.
- ☐ Send full information regarding the Dormeyer.

Name

City

My jobber is

State

Natural and
Composition



Cut or Died
to Any Shape

Sheets, Discs, Washers, Cylinders, Tubes,
and Mica Tape

Flexible Moulding and Segment Plate
Shade Plate and Torchieres

TAR HEEL MICA COMPANY

Box 5, Plumtree, N. C.

Miners and Manufacturers

Established 1908

Electric Heaters Mechanical Specialties

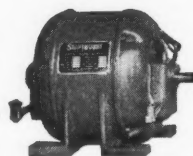
Novel production methods,
give low prices on small lots.

Coiled resistance wire, thermostats.
Immersion, die, permanent-wave and special heaters.
Stampings, development and assembly work.

Give us a shot at your Overhead Cost!
Tell us your problem!

Reimers Electric Appliance Co., Inc., New York
Factory and Estimating Dept.
961 Angelique Street, North Bergen, N. J.

Sturtevant Super-Silent Electric Motors



for driving

Domestic Oil Burners —
Gas Furnaces — Domestic
Refrigeration—Adding Ma-
chines—Ventilating Fans—
Unit Ventilators, etc.

The logical choice where
quietness is essential.

FURNISHED in fractional H.P.
sizes for either A.C. single and
polyphase or D.C. Particularly
well adapted for driving domestic
appliances and small ma-
chinery.



B. F. Sturtevant Company
Hyde Park, Boston, Mass.
Branches in principal cities.

These R.L.M. Reflector Brands
having been approved, now bear
this label

ABOLITE
BENJAMIN
IVANHOE
QUADRANGLE
WESTINGHOUSE
WHEELER



Electrical Testing Laboratories
80th St. and East End Ave.
New York



ELECTRIC RANGES

Must Give Maximum Service Without Servicing

Far sighted electric range manufacturers are building ranges with the best material obtainable to reduce servicing to the minimum.

Range wire, heating elements and heat control equipment require the most servicing.

Range wire is important because the right kind of wire provides protection for all other equipment.

Rockbestos Range Wire is made with Rockbestos Insulation and is positive insurance against failure of the wire, and definite protection to equipment.

Manufacturers of the leading electric ranges use only Rockbestos Range Wire.



ROCKBESTOS PRODUCTS C O R P O R A T I O N

404 NICOLL STREET
NEW HAVEN, CONN.

5942 Grand Cent. Term. Bldg., New York

2143 Railway Exchange Bldg., St. Louis, Mo.

903 Clark Bldg., Pittsburgh, Pa.

On the Pacific Coast—Anaconda Wire and Cable Co.

718 Madison Term. Bldg., Chicago

ROCKBESTOS

- the wire with permanent insulation

cash in with a Cashier



UARCO-CASHIER
"it files the original ticket"

Do you want real protection for your cash sales? You'll find it in the Uarco-Cashier. Here's why:

After the sales slip is written, a turn of the handle locks up and files the ORIGINAL ticket « » away from everyone except the person who holds the key. At the same instant the cash drawer opens and the carbon copies are issued.

No tampering « » no changing of records « » no lost tickets. That's protection.

There's protection for your clerks, too, because it removes temptation and places them above suspicion.

And then there are convenience and speed. No fussing with carbon paper every time a ticket is written. Just drop in a Uarco-Pack of forms, insert the carbon between the strips, close the cover « » and there's no carbon handling for 400 or more sets. Simple, isn't it « » and speedy?

Cash in on this protection. Mail the coupon for full information.

Along with this information, we'll gladly mail you a portfolio of forms used by other electrical dealers. No cost or obligation.

UARCO
UNITED AUTOGRAPHIC REGISTER CO.
BUSINESS SYSTEMS

Chicago - Oakland - Cleveland
Cincinnati

Sales Offices in all Principal Cities

send this coupon for

Uarco, 2316 W. 43rd Street, Chicago, Ill.
Without obligation, tell me all about the Uarco-Cashier and send me the portfolio of electrical forms.

My Name _____
Firm _____
Street Address _____
City and State _____

EM-B

special portfolio of forms

SELL NOE 'LOUNGE JUNIOR' LAMPS BY THE PAIR

NEW { For comfort Lite
Adjust the Hite

It means more comfort and beauty for your consumers.

Better public relations — Greater recurring Revenues — Triple Profits for you.

At Each End of the Lounge, Alongside Chairs Noe Lounge Lamps, correctly proportioned, are ideal. Adjustable in height.

Send for circular 200 showing various models.



Lamp FT 789
Shade S 600/ 16"
Dec 010
Hgt. 49" — 67".

WM. R. NOE & SONS

LAMP ORIGINATORS AND MANUFACTURERS

43-47 East 10th Street
Space 319, American Furniture Mart
Convention Display, Hotel Plaza

New York, N. Y.
Chicago, Ill.
San Francisco, Cal.

CARRY A Test-O-Lite In Your Pocket — ALWAYS

The First Practical Pocket Tester
For Testing High Resistance Leaks

YOU ALREADY KNOW—

THAT TEST-O-LITE, with its tiny Neon lamp, instantly detects trouble in electrical circuits, locates burnt-out fuses, light and motor troubles, faults in electrical appliances, auto spark plugs and radio sets.

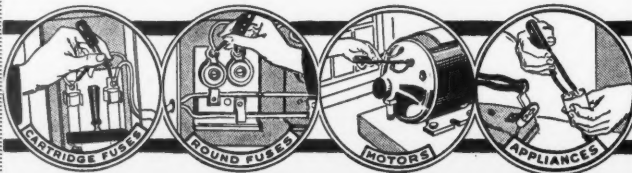
BUT, DO YOU KNOW—

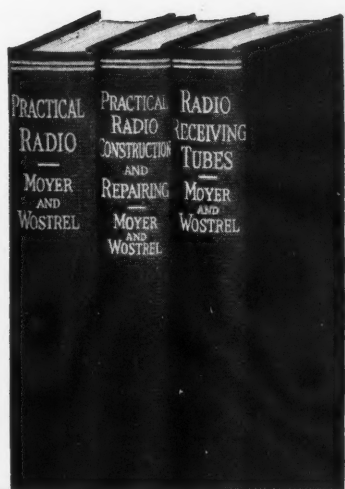
THAT TEST-O-LITE has the remarkable characteristic of becoming illuminated at 110 volts through resistance of 20,000,000 ohms (20 megohms) and frequently as high as 50,000,000 ohms (50 megohms)? The advantage of this feature will be appreciated by all engineers and electricians who desire to test insulations of wires or instruments. It rivals the bridge, megger and other electrical testing apparatus in determining the presence of a leaky insulation.

LIST PRICE \$1.50

L. S. BRACH MFG. CORP.

Specialists in Electrical Protective Devices for 24 Years
Newark, N. J., U.S.A. Toronto, Canada





How To Build, Test, Repair, Maintain— Radio Receiving Sets

Now available in a unit as a radio library, these three well-known radio books present a sound, complete and authoritative library for the amateur and professional worker

Radio Construction Library

Three volumes, 993 pages, 561 illustrations, 6x9.

By **JAMES A. MOYER**, Director of University Extension, Massachusetts Department of Education,
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Volume I.—PRACTICAL RADIO: This volume presents the fundamental principles of radio so clearly and simply, that anyone of average training, will be able to read, understand and apply them. In one chapter alone, it gives actual working drawings and lists of materials necessary for the construction of eight typical sets.

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10 DAYS' FREE EXAMINATION—SMALL MONTHLY PAYMENTS

Examine these books free for ten days. You will find them invaluable as a home study course and as a reference in the daily radio problems which you meet in your business. Simply fill in the coupon and the books will be sent to you postage prepaid; there is nothing to pay if they do not prove satisfactory. At the end of ten days send us only \$1.50 and then \$2.00 a month until the price of \$7.50 has been paid. If at the end of the examination period the books are not satisfactory return them to us—no red tape—no agents.

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Gentlemen:—Send me the New Radio Construction Library, all charges prepaid, for 10 days' Free Examination. If satisfactory I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return at your expense.

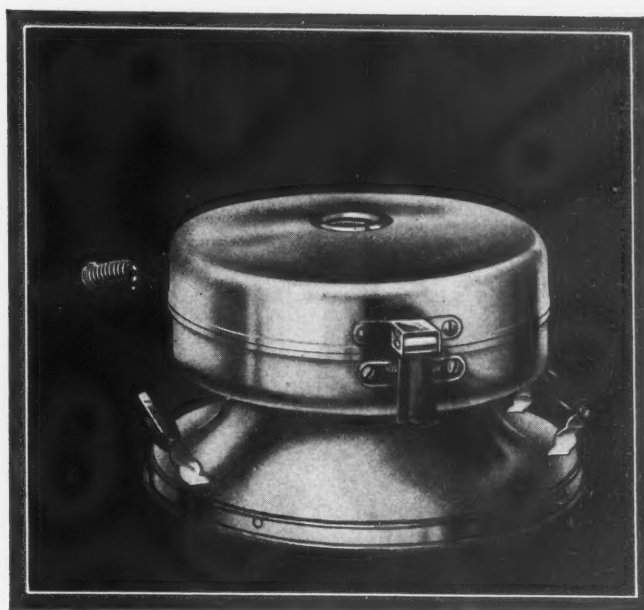
Name

Home Address

City and State

Name of Company

Occupation E.M. 6-30



Bigger and Better, in everything but price!

You will have to see this new Marion Waffle Iron to appreciate what a real value it is! Much larger and higher—cooler in operation—electrically perfect—easily read indicator right on top where it can be seen—new pendant handle—new style hinge—and all at the same old price \$9.75 in nickel; \$10.75 in chrome. Packed six to a standard crate! Here's a real seller, we'll send you complete details and our liberal discounts on application.

Send for our latest price list.

Marion
ELECTRIC
Household Servants

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Marion, Indiana

Sales Offices in all principal cities

EDISON SERVICE IN CHICAGO

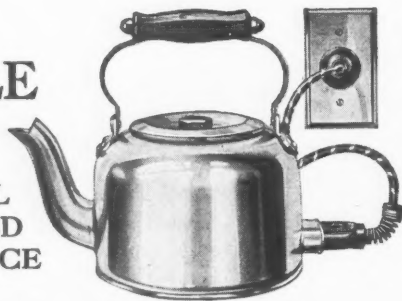


ENTRANCE CRAWFORD AVENUE GENERATING STATION

COMMONWEALTH EDISON COMPANY
EDISON BUILDING » » CHICAGO, ILLINOIS

The DE LUXE ELECTRIC TEA KETTLE

AN
ESSENTIAL
HOUSEHOLD
CONVENIENCE



Here is an electrical convenience that has a place in every home—in the sickroom—the nursery—the kitchen—the bathroom—everywhere hot water is needed quickly and conveniently.

Now is the best time to push this in the summer months when heating equipment is shut down. Its merit is instantly recognized and substantial profits can be made by featuring this easily-sold appliance. Make it one of your leaders.

Made in two sizes—5 and 10 pints.
1000 watt completely submerged unit with special double wound coil of nickel chromium alloy.

Write for Samples and Quotations

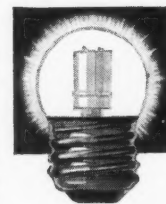
WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN

1/2 Watt

NEON GLOW LAMP

millions of vibrations can do it no harm

Around machinery or in places subject to hard knocks and shocks, the little 1/2 watt Neon Glow Lamp is the ideal pilot light or indicator to use. The Neon Glow Lamp has no fragile filament. Instead its distinctive light glows from a sturdy, unshakable metallic cylinder.



There are scores of uses for the Neon Glow Lamp. Fits standard socket and runs direct on 110 A. C. or 220 A. C. or D. C. lines. For details and prices, send a postcard today to the General Electric Vapor Lamp Company, 887 Adams Street, Hoboken, New Jersey.

Join us in the General Electric Hour, broadcast every Saturday evening on a nation-wide N. B. C. network.

**GENERAL  ELECTRIC
VAPOR LAMP COMPANY**

449a © G. E. V. L. Co.
1930

(Formerly Cooper Hewitt Electric Company)



**PROFIT FROM THIS
NEW SERIES !**



STYLE is a great factor in merchandising Lighting Fixtures for residences and other fine buildings.

Style, too, is becoming an important factor in Commercial Lighting. There is already a large, growing demand for more attractive designs—more atmosphere and color—*Style*—in Commercial Lighting. With the new **Beaco 70**, in its rich, dignified models in the modern manner, you can meet the demand and profit by it.

Beaco 70, satisfies the taste of people that are sensitive to surroundings of beauty, harmony and grace.

**TO SELL—
THOSE HARD TO SELL**

And the market—big, wide and handsome. The profit, too. It includes the better class Stores, Banks, Hotels, Public Buildings, Department Stores, Restaurants, Offices, Lobbies, Etc. Artistic, fully illustrated folders of **Beaco 70** in preparation. Send for them—interesting and free.

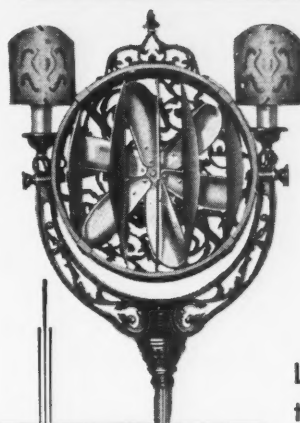


BEARDSLEE

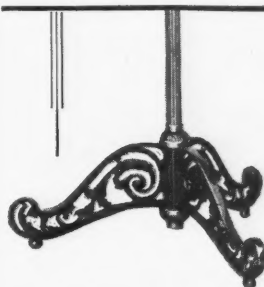
Chandelier Mfg. Co.

223 So. Jefferson St., Chicago

VICTOR FANS Defy Competition



**Luminaire
the Fan
Beautiful**

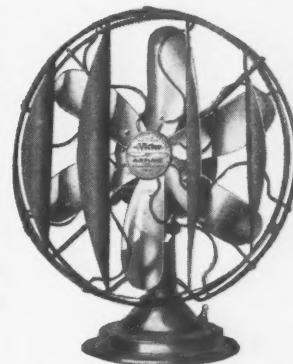


**Display
this Fast
Selling
Line NOW**

Let Luminaire, the fan beautiful boost your sales this Summer! Its patented Victor BREEZESPREADER sends cool breezes but no drafts to every corner of the room. Its ornamental standard and artistic sidelights harmonize with the most luxurious settings. Three speed control, quiet motor, no radio interference are but a few of the exclusive features that place this fan beyond competition and guarantee large profits.

Victor Airplane Fan

The patented Victor BREEZESPREADER makes this table fan stand out from all competitive models. No oscillating parts to get out of order. Low list price. Nationally advertised. There are tremendous sales possibilities in this fan—order a large stock now!



THE CINCINNATI VICTOR COMPANY

718 READING ROAD :: CINCINNATI, OHIO

Gentlemen: Please send me complete information concerning the profit opportunities on this new line of Victor fans.

Name

Address

City State

THE SATURDAY EVENING POST April 12, 1928

Daily Guardian of the Nation's Family Health



Sunkist Jr. Fruit Juice Extractor

Without obligation, please send me full information about your cost price offer on the (electric) Sunkist Junior Extractor.

Div. V-Jr.-06
900 N. Franklin St.
Chicago, Ill.

Make this Saturday Evening Post advertisement of April 12th earn profits for YOU. Use it in your window.



This is Sunkist Jr. Three oranges give as much juice as four. It's fast! Electricity does all the work. Only two parts to clean—in a jiffy—right under a faucet.

Sales Waiting for You

WHAT Sunkist advertising has done for orange sales—it is now doing for Sunkist Juniors.

Already dealer sales are over \$750,000.

Put one in your window and one in your showroom—with our beautiful, free display cards. *Then see how they sell.*

The name "Sunkist" on it guarantees lasting satisfaction for your customers—and good-will for you and for us. Only \$14.95, retail, because this division of our business is operated at "cost." Phone an order to your jobber *now*; or mail the coupon.

Sunkist Jr. Fruit Juice Extractor

California
Fruit Growers
Exchange

Div. V-Jr.-06
900 N. Franklin St.
Chicago, Ill.

Without obligation, please send me full information about your cost price offer on the (electric) Sunkist Junior Extractor.

Name
Address
City State

... To every electrical man who handles wiring jobs ...



an
opportunity
to
examine
this great
electrical
library
for 10 days
FREE

Terrell Croft's American Electricians' Library

6 volumes—over 2,000 pages—fully illustrated

Terrell Croft prepared this new subscription library for practical electricians. The six volumes bring to you exact step-by-step directions for the installation of every type of conduit wiring job—they tell you how to handle every kind of lighting circuit and switch problem—they give you short cuts to saving time on maintenance routine—they give you useful tips on electrical machinery erection—they offer you practical, clear explanations of all kinds of A. C. armature winding jobs—they bring to you a thousand armature winding, electrical machinery, and control diagrams—they show you the surest, quickest methods of locating and remedying circuit troubles. They cover the countless problems you face daily. Take advantage of this **FREE EXAMINATION** offer—see for yourself how this library can help you.

Over a Thousand Wiring Diagrams

The thousand wiring diagrams in these books alone are worth more than the price of the entire library. Many of the plans are unobtainable elsewhere; many more are difficult to get from any other source—all are explained and clarified in a most practical and adaptable manner. Combined with the great mass of valuable information this famous set of books contains, it becomes the foremost home-study and training medium in electrical contracting.

FREE

—if you act now

BRAYMER and ROE'S

Repair Shop Diagrams

This is a real tool for the armature winder and maintenance man. It covers connections and layouts for induction motor windings embracing up to 24-pole windings for two- or three-phase motors.

Send no money—see the books first

Fill in and mail the coupon below. We will send you the six volumes of Croft's **AMERICAN ELECTRICIANS' LIBRARY** for ten days' free examination. We take all risk and pay all charges. You assume no obligation of any kind. If you decide to keep the books, send a first payment of \$1.50 at the end of ten days. Then pay the balance at the rate of \$2.00 a month until the special price of \$17.50 has been paid. Upon receipt of your first payment we will send you, free, a copy of Braymer and Roe's "Repair Shop Diagrams."

Fill in and mail this coupon NOW

MC GRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Please send me the **AMERICAN ELECTRICIANS' LIBRARY** (shipping charges prepaid) for 10 days' free examination. If satisfactory, I will send \$1.50 in ten days and \$2.00 a month until the special price of \$17.50 has been paid. If not wanted I will return them at the end of ten days. When my first payment is received you are to send me my free copy of Braymer and Roe's **REPAIR SHOP DIAGRAMS**.

Signed
Address
City and State
Official Position
Name of Company
(To insure prompt shipment write plainly and fill in all lines.) E.M.6-30

Are YOU ... *the Dealer* *across the street?*

Somewhere in your neighborhood is an electrical dealer who is always busy. Maybe he is just across the street—wherever he may be, he is the dealer whose windows attract more people, who sells more customers,—who installs more appliances—does more business. Just lucky? No!

That dealer has found that knowing and using the ideas of other men in his field, not only saves him time but increases his profits. He also knows that Electrical Merchandising is the best place to get those ideas. He reads how one dealer sold 1200 cleaners in 1929—how the Blank Company sells appliances on a 50% down payment plan—how another dealer's refrigerator window display resulted in 72 installations. In short—he is in immediate step with his industry—he gets the ideas that are making money for other dealers and cashes in on them himself.

You can be "the dealer across the street." The order blank below will bring you Electrical Merchandising each month, chock-full of practical plans to help you—

- cut your overhead costs
- handle trade-ins at a profit
- make money from accessory lines
- reduce your installment losses
- advertise your merchandise effectively
- and dozens of other money making kinks

Make yourself the envied dealer—
Order Electrical Merchandising now!

ELECTRICAL MERCHANDISING
Tenth Avenue at 36th St., New York City, N. Y.

E.M. 630

Please enter my order for ELECTRICAL MERCHANDISING and send it to me for

☐ 2 Years at \$3

☐ 1 Year at \$2

If my check is not attached you may bill me.

Name.....

Address.....

City..... State.....

Company..... Position.....

Foreign Postage, \$2 Extra Per Year.



LAVA INSULATORS

The material lava, possesses properties of vital importance in the adoption of insulating parts to be incorporated in electrically controlled machinery. Lava possesses di-electric and mechanical strength, maintains accuracy of dimension and can be machined to special forms. Though the design may be intricate, unusual facilities enable us to meet exacting specifications. Write us for specific information.

AMERICAN LAVA CORPORATION
1423 William St., Chattanooga, Tennessee

Manufacturers of Heat Resistant Insulators

Exclusive Patented Heating Element gives many ADVANTAGES

THE CLARK Electric Water Heater does not deposit lime or scale even in the hardest water areas. The multiplicity of heating units operating at a low temperature over practically the entire side walls of the tank gives the heater freedom from burn-outs.


The heating units and thermostat are external on the Clark. The leaky tank is unknown to Clark users.

"Over the top," the Clark 1930 Sales Plan Book, is full of action—a sales campaign that is bound to succeed. Write for your copy today.



**CLARK
ELECTRIC WATER HEATER**

Division of the
McGRAW ELECTRIC COMPANY
Omaha, Nebraska



Cities Service Reports—

New Record Net Earnings, A Billion Dollars in Assets, —and the World's Largest List of Security-Holders

The annual report of Cities Service Company, just issued, shows that, following its well defined program of development and expansion, the organization has once again surpassed all previous records. In 1929 total assets reached \$1,090,000,000. Excess of current assets over current liabilities increased from \$67,094,466 to \$90,405,302. Net earnings increased \$5,680,000 to \$69,734,000.

The total number of stockholders of Cities Service Company is now more than 440,000. Holders of all classes of securities of Cities Service Company and its subsidiaries now exceed 750,000—the largest list of securities owners in the world.

NATURAL GAS

Consolidated net earnings of natural gas properties increased 28% over the previous year, and sales of natural gas increased 34%, reaching a total of 119 billion cubic feet. Pipe lines were extended, new compressor stations built and new distributing companies were acquired, including Little Rock Gas and Fuel Company and Jackson County Light, Heat & Power Company.

PETROLEUM

The outstanding feature of the organization's petroleum activities during 1929 was the development of the Oklahoma City Oil field, discovered in December, 1928, by Indian Territory Illuminating Oil Company, a Cities Service subsidiary. With 122 producing wells now completed, Indian Territory Illuminating Oil Company is the principal lease holder in this area, which has become one of the most important in the rich Mid-Continent region.

Total oil and gas leases of domestic subsidiaries increased to 3,160,850 acres, and the large reserve foreign acreage also increased materially during this period.

Oil pipe lines were extended, and a jointly owned line was completed from the Mid-Continent to the Chicago district where a subsidiary recently completed a new refinery.

Retail marketing facilities both domestic and foreign were increased greatly, the number of owned service stations being 55% greater than at the close of 1928.

ELECTRIC LIGHT AND POWER

Expansion in this field included the consolidation of existing units to effect operating economies, acquisition of a number of electric properties by large subsidiaries, and increase in the capacities of existing plants. Total sales of electric energy approximated 1,587,000,000 kilowatt-hours to 420,000 customers, a substantial increase in both items.

Cities Service has total assets of more than a billion dollars; it has a long history of proved earning power; its management is progressive and far sighted. Its Common stock is a security which appeals to any far-sighted investor. Mail the coupon or consult your investment banker about the prospects of this 19-year-old public utility and petroleum organization.

HENRY L. DOHERTY & COMPANY

60 Wall Street  New York City

Branches in principal cities

Fridays, 8 P. M. — Station WEAJ and 32 other stations on N. B. C. Coast-to-Coast Network—Cities Service Orchestra, Cavaliers and Jessica Dragonette.

HENRY L. DOHERTY & COMPANY
60 Wall Street, New York

Please send me full information about
Cities Service Common stock.

Name.....

Address.....

City.....(058C-102)

Electrical Manufacturer

can obtain Established Sales Representation

through an outstanding organization of merchandisers. Our company has many years of broadspread experience, is composed of almost fifty people and covers Metropolitan New York, New Jersey and New England.

We now handle one leading company's products and seek another which lends itself to large scale merchandising. Our outlets are Electrical and Radio Dealers, also Music and Furniture Houses, of the highest character.

Correspondence invited only from such companies who are sound financially and who operate on sound principles.

R. A. 307—Electrical Merchandising
Tenth Ave. at 36th St., New York City

POSITIONS WANTED

EXPERIENCED merchandise manager desires change. Can furnish A-1 references as to character and productivity. Straight electric property preferred. PW-304. Electrical Merchandising, Tenth Ave. at 36th St., New York.

SALES MANAGER. Experienced sales executive, good merchandiser, will be available in thirty days. Appliance or specialty line sold through jobbers preferred. Clean record. A1 references. PW-298. Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

SALESMEN AVAILABLE

ELECTRICAL salesman. Young man, 33, married, and with eight years' experience at electrical contracting, wishes to secure position as salesman for manufacturer of electrical supplies, or for fixture company. Willing to locate in another city, or will travel. Remuneration not so important as permanent position with opportunities for advancement. Willing to consider any position offered, that pertains to electrical work. SA-306. Electrical Merchandising, Tenth Ave. at 36th St., New York.

SALESMAN—District manager, thoroughly experienced, well known to electrical, hardware and drug jobbers of Philadelphia, Baltimore and Washington district, desires an appliance of specialty line sold through jobbers. Clean record. A1 references. SA-299. Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

BUSINESS OPPORTUNITIES

Electrical Specialty Is Wanted
For manufacture by person who will organize new corporation to handle same. Prefer household device such as motor and control to open and close windows, or electric fly catcher. If you have a device which can be manufactured at a profit, send full details to BO-305. Electrical Merchandising, Tenth Ave., at 36th St., New York.

Manufacturers' Agent

10 years selling in CHICAGO area, can produce orders, from reliable concerns. Wants lines on Commission Basis. Best references.

RA-302, Electrical Merchandising
520 No. Michigan Ave., Chicago, Ill.

SALES PROMOTION

Electrical engineer, 12 years sales and management experience in electrical equipment. Has organized result producing sales force and is familiar with pioneering new products. Desires connections or representation in New York territory. Correspondence invited.

RA-308, Electrical Merchandising
Tenth Ave. at 36th St., New York City

FREE FOTO FOLDER

and valuable Vacuum Cleaner Parts Guide. Most complete ever published. Hundreds of items, also tools and equipment. Standard material at lowest cost. Extra special bargains besides. Every electrical dealer and parts user should have a copy. Great help.

URON ASSOCIATED INDUSTRIES
1307 Engineers' Bldg., Cleveland, Ohio

WILL BUY VACUUM CLEANERS

Trade ins; all makes; HOOVERS and EUREKAS preferred; in any quantities.
INTERSTATE VACUUM CLEANER CO.
5 West Broadway, N. Y. C.

WASHERS WANTED

Turn your dead stock into cash. We buy all makes—new or used—any quantity. In replying state make, model and price.

HOME APPLIANCE CO.
940 Penn Ave., Pittsburgh, Pa.

VACUUM CLEANER PARTS

ALL LEADING MAKES
LOWEST PRICES

BAGS BRUSHES BELTS
BEARINGS SWITCHES
TIRES WHEELS
ATTACHMENTS

ARMATURES REWOUND

Write for Price List

UNITED ENTERPRISES, Inc.
13000 Athens Ave., Cleveland, Ohio

Vacuum Cleaner Armatures

Rewound exchange price
\$2.50 each

Rebuilt Vacuum Cleaners

Eureka Hoover
Vacuum Cleaner Parts and Supplies
Belts for Hoovers 10c.
Belts for Premier 5½c.
Vacuum cleaner brushes
rebristled \$.50 each

Here Are Some Real Bargains

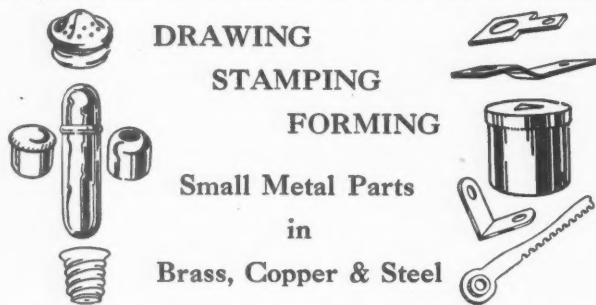
Pomranz Electric Co.
4552 Sheridan Ave., Detroit, Mich.

WILL BUY WASHING MACHINES

Large or small lots of
manufacturers' or dealers' stocks

DEPARTMENT SALES CO.
160 E. Illinois St., Chicago, Ill.

METAL STAMPING SERVICE

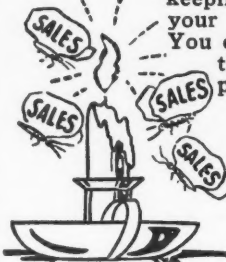


PATTON-MACGUYER COMPANY
17 Virginia Avenue, Providence, R. I.

Sales Follow the Light

—As Moths the Flame!

And the Wiremold Modernize with Light Campaign is helping the contractor dealer to sell this idea to his store-keeping prospects. Send your name for details. You ought to tie up with this business building plan.



WIREMOLD

WBB Headquarters
Hartford, Conn.

W-14

A CLASSIFIED INDEX TO ADVERTISERS IN THIS ISSUE

A		L	
Page		Page	
Altorfer Bros. Co.....112	Electrical Testing Laboratories..182	Landers, Frary & Clark.....123	Silex Company 36
Alum. Co. of America.....168	Electromaster, Inc.40-41	Lovell Mfg. Co.....14-15	Simplex Wire & Cable Co..128-129
American Bosch Co..... 2	Electrotime Mfg. Co..... 44		Star Mfg. Co.....139
American Ironing Machine Co. 4	Emerson Electrical Mfg. Co....169		Sturtevant Co., B. F.....182
American Lava Corp.....189	Eureka Vacuum Cleaner Co..82-83		Summit Mfg. Co..... 8
American Wringer Co.,	(Pictorial Section)		Swartzbaugh Mfg. Co.....157
Inside Back Cover			
Anderson-Pitt131			
Associated Factory Distributors. 42			
Atwater Kent37-38			
Automatic Washer Co.....32-33			
B		M	
Page		Page	
Bakelite Corp.143		McGraw Elec. Co.....189	
Barton Corp.136		McGraw-Hill Book Co.185, 188	
Beardslee-Chandler Mfg. Co....187		Macbeth-Evans Glass Co.....144	
Blackstone Mfg. Co.....124-125		Master Electric Co....145, 146, 147	
Boss Wash. Mach. Co....132-133		May Oil Burner Corp.....153	
Brach Mfg. Co., L. S.....184		Meadows Mfg. Co.....134, 138	
Brammer Mfg. Co..... 21		Minier Mfg. Co..... 13	
Bright Star Battery Co.....174		Myers & Bros. Co., F. E....116-117	
Bryant Elec. Co., The.....155			
Buffalo Forge Co.....119			
Byllesby Eng. & Mgt. Corp....179			
C		N	
Page		Page	
California Fruit Growers Ex- change188		National Carbon Co., Inc., (Ever- eady Raytheon)....17, 18, 19, 20	
Capehart Corp.149		National Carbon Co.....140-141	
Celina Mfg. Co.....181		(Flashlights & Batteries)	
Century Electric Co.....156		National Enameling & Stamp- ing173	
Chamberlain Corp.,		National Lamp Works of G. E.167	
Inside Back Cover		National Stamp & Elec. Co....109	
Chevrolet Motor Co.....175		New Haven Clock Co..... 39	
Cincinnati Victor Co.....187		Noe & Sons, Wm. R.....184	
Clark Electric Water Heater Co.189		Norge Corp. 16	
Commonwealth Edison Co....186		Norma-Hoffman Bearings Corp..106	
Crosley Radio Corp..... 34			
D		O	
Page		Page	
Dexter Co. 6		One Minute Mfg. Co.....105	
Diehl Mfg. Co.....118			
Doherty & Co., H. L.190			
Domestic Electric Co.....164-165			
Dormeyer Mfg. Co.....182			
Driver-Harris Co.....142			
E		P	
Page		Page	
Edison Lamp Works of G. E..159		Paulding, John I., Inc.....148	
Electric Clock Corp. of America.181		Patton-MacGuyer Co.192	
		Perkins Machine & Gear Co....178	
		Philadelphia Storage Battery Co., 30-31	
		Premier Vacuum Cleaner Co.... 35	
		Prima Mfg. Co.....126-127	
F		R	
Page		Page	
Finnell System, Inc.....137		Reimers Elec. Appl. Co.....182	
Flexlume Corporation180		Robbins & Myers, Inc.....163	
		Rockbestos Products Corp....183	
		Rutenber Elec. Co., Inc.185	
G		S	
Page		Page	
Gainaday Electric Co.....115		Sears, Henry D.....180	
Geier, P. A. Co..... 23		Sessions Clock Co..... 29	
General Electric Co..25, 26, 27, 28		Shakeproof Lock Washer Co..122	
(Radio Division)		Silent Automatic Corp.....150	
General Electric Co....Front Cover			
(Refrigerator Division)			
General Electric Co. (Mdse. Dept.) 22			
General Electric Co.....176			
(Sunlight Lamp)			
General Electric Supply Corp..160			
General Electric Vapor Lamp Co.186			
Getz Power Washer Co.....107			
Graybar Electric Co..... 24			
H		T	
Page		Page	
Haag Bros. Co.....104		Tar Heel Mica Co.....182	
Hammond Clock Co..... 3		Taylor Bros. Churn & Mfg. Co..178	
Hart Mfg. Co., The.....108		Timken Roller Bearing Co....158	
Harvey Hubbell, Inc..... 43			
Hoskins Mfg. Co.....84-85			
(Pictorial Section)			
Hurley Machine Co.....120-121			
I		U	
Page		Page	
International Nickel Co.....166		United Autographic Register Co.184	
		Utility Elec. Co.....114	
J		V	
Page		Page	
Johnson, S. C. & Son..... 5		Voss Bros. Mfg. Co.....110-111	
K		W	
Page		Page	
Kelvinator Corp.,		Wagner Electric Corp.....170	
9, 10, 11, 12, Back Cover		Walker & Pratt154	
Kitchen Aid Mfg. Co.....177		Warren Telechron Co..Second Cover	
Kopp Glass, Inc.....181		West Bend Alum. Co.....186	
		Whirldry Corp.135	
		Wiegand Co., Edw. L.....130	
		Wiremold Co.192	
		Wright Co., M. S..... 7	

SEARCHLIGHT SECTION

Classified Advertising

Classification	Page
BUSINESS OPPORTUNITIES...	191
FOTO FOLDER	191
POSITIONS WANTED	191
REPRESENTATION	
AVAILABLE	191
SALESMEN AVAILABLE.....	191
WANTED TO PURCHASE	
Department Sales Co.....	191
Interstate Vacuum Cleaner Co.	191
Home Appliance Co.....	191
USED AND SURPLUS EQUIPMENT	
Pomeranz Electric Co.....	191
United Enterprises, Inc.....	191

This index is published as a convenience to the reader. Every care is taken to make it accurate, but *Electrical Merchandising* assumes no responsibility for errors or omissions.



FIRST CHOICE OF WRINGERS

This improved Chamberlain Trough Type Wringer is being enthusiastically received. Leading Washing Machine makers have adopted this Wringer with 2¼-in. American Rolls. Washing Machines so equipped are easier to sell and completely satisfy the purchaser.

You will find it worth while to suggest to the maker of the Washers you are handling—that they change now to Chamberlain equipped.

CHAMBERLAIN *Pressed Steel Wringers...*

This series of advertisements, directed to those who make and those who sell washing machines, is sponsored by

CHAMBERLAIN CORPORATION
Waterloo, Iowa

Pioneer Manufacturers of Pressed Steel Wringers

AMERICAN WRINGER COMPANY, Woonsocket, R. I.
Manufacturers of Wringer Rolls Since 1845



The new 2¼-in. American Wringer Company rolls—popular, efficient, attractive. A great stride forward in wringer performance.



Soft enough to prevent breakage of buttons and mashing of clasps, yet firm enough to do an efficient job of wringing.



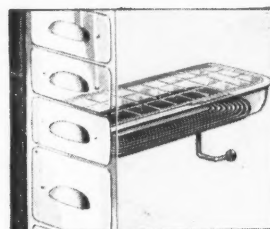
All American Wringer Company rolls are scientifically built and balanced. They are the result of over 85 years of experience in making wringer rolls.



The new 2¼-in. Rolls are available in the desired combinations of two black rolls—lower white and upper black or both white.



World's Fastest Freezing Ice in 80 minutes



Here's the reason Kelvinator gives far faster freezing. Note the spiral coil of Iso-Thermic Tubes beneath lowest ice compartment. This is, in effect, a Cold Plate, in which intense cold is concentrated. Ice cubes and desserts are frozen in record time.

Kelvinator Franchise Represents Unparalleled Selling Opportunity

In a country-wide test of standard domestic model Kelvinators, conducted recently in every state in the Union, including the District of Columbia, this amazing fact was brought out: *Kelvinator gives the world's fastest freezing!* The average time necessary to produce solidly frozen ice cubes was 80 minutes. Even the outside figure—155 minutes—is far faster than any other automatic freezing known to domestic electric refrigeration.

Consider what this means in relation to the present-day demand for faster freezing! Consider what Kelvinator offers in its other exclusive features: A Cold Storage Compartment—for keeping frozen meats, fish, game, fruits, etc. Abundant ice cube capacity—de luxe models give *more* ice, size for size, than any other domestic refrigerator. Unvarying 40 to 50 degree cold for scientific preservation of foods.

And remember that every one of Kelvinator's four refrigeration services is *wholly automatic*. No manual control or regulation is required—not even for super-fast freezing!

In the light of these facts, is it any wonder that Kelvinator sales are showing a greater percentage of increase than any other electric refrigerator? Is it any wonder that more Kelvinator shipments were made during the month of April than in any other single month in Kelvinator's 16 years of manufacture?

Dealers seeking additional facts about today's greatest refrigeration franchise are invited to address the factory. Complete details of the new Super-Automatic Kelvinators, in three price ranges, will be gladly mailed upon request.

KELVINATOR

THE ELECTRIC REFRIGERATOR

KELVINATOR SALES CORPORATION, 14250 Plymouth Road, DETROIT, MICH.

Kelvinator of Canada, Limited, London, Ontario

Kelvinator Limited, London, England

Public Utility Division Display—1 West 47 Street, New York City

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